

The NATIONAL UNDERWRITER

Life Insurance Edition

"I Vote for Independence"

When our Declaration of Independence hung in the balance on the afternoon of July 2, 1776, one vote saved the day. It was cast by Caesar Rodney, Delaware member of the Continental Congress. Here we see Rodney arriving just in time at the Old State House, in Philadelphia, now Independence Hall. Booted, spurred and caked with mud, he has ridden from Dover, Delaware, 80 miles away. Thomas McKean meets him at the entrance to help him into the Chamber where the roll is then being called.



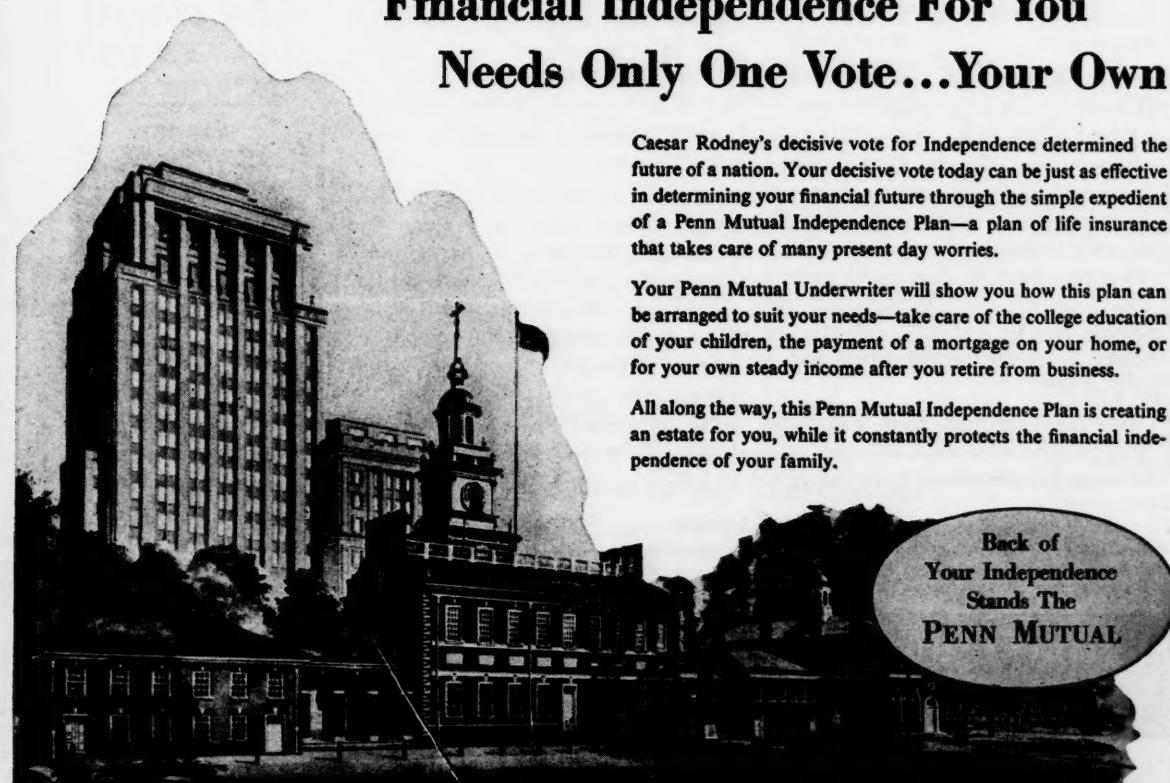
Financial Independence For You Needs Only One Vote...Your Own

Caesar Rodney's decisive vote for Independence determined the future of a nation. Your decisive vote today can be just as effective in determining your financial future through the simple expedient of a Penn Mutual Independence Plan—a plan of life insurance that takes care of many present day worries.

Your Penn Mutual Underwriter will show you how this plan can be arranged to suit your needs—take care of the college education of your children, the payment of a mortgage on your home, or for your own steady income after you retire from business.

All along the way, this Penn Mutual Independence Plan is creating an estate for you, while it constantly protects the financial independence of your family.

Back of
Your Independence
Stands The
PENN MUTUAL



THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

What makes a Family SECURE?

A family's security is not measured entirely in dollars and cents. A lot of things go to make it up. Things like a cool hand at night on a child's hot forehead. Comfortable Sunday breakfasts with flapjacks and the funnies. Little private jokes that wouldn't mean much to anyone outside the family. Affectionate teasing . . . closeness, warmth, a sense of sharing . . . the deep, underlying knowledge that you belong.

This is why we are particularly pleased to announce that Provident Mutual is entering into a new field of operations—Accident and Sickness Insurance. To a Company that accepts its responsibility of strengthening the security of the family, this is indeed a rewarding venture. For, as we protect the breadwinner's earned income against loss by accident or illness, we insure not only an individual but a way of life.

We are gratified that Provident Mutual service, of which this new type of coverage represents but one example,



can be translated into figures—figures that show an increase in Provident Mutual's insurance in force to a new high of over *one and a half billion dollars*, with new insurance amounting to \$128,405,000 during 1952, the largest volume of sales in the Company's history.

We like to look *behind* these figures, to the human values they stand for. Each dollar entrusted to our stewardship symbolizes an individual's faith in the future and determination to plan for it. By sharing that faith and participating in that plan, Provident Mutual agents work with policy owners to build individual family security on which is based the security of the nation.

M. ALBERT LINTON
Chairman of the Board

Philadelphia, Pennsylvania

THOMAS A. BRADSHAW
President

**PROVIDENT MUTUAL LIFE INSURANCE COMPANY
of PHILADELPHIA**

88th ANNUAL STATEMENT

As of December 31, 1952

ASSETS

U. S. Government bonds . . .	\$102,767,845.80
Other bonds . . .	342,800,378.45
Mortgages on real estate . . .	170,747,723.00
Preferred stocks . . .	18,970,889.00
Common stocks . . .	14,856,864.00
Loans on policies . . .	23,657,311.03
Real estate . . .	6,733,283.20
Cash on hand and in banks . . .	5,296,030.55
Accrued interest . . .	4,888,043.00
Overdue interest . . .	232,440.42
Deferred and uncollected net premiums, etc. . . .	8,370,832.32
Total assets . . .	\$698,086,178.92

LIABILITIES

Reserves for policies and supplementary contracts . . .	\$802,200,178.00
Dividends left with company . . .	22,852,300.25
Dividends set aside for dis- tribution in 1953 . . .	8,177,000.00
Premiums paid in advance . . .	7,182,541.17
Policy claims . . .	1,985,495.94
Estimated taxes accrued, payable in 1953 . . .	2,095,087.46
Miscellaneous liabilities . . .	7,410,558.61
Security valuation reserve . . .	3,155,471.00
Total Liabilities . . .	\$853,847,725.00
Special reserve . . .	4,920,204.00
Contingency reserve . . .	40,110,100.32
Total, equaling the assets . . .	\$698,086,178.92

A copy of the Company's Annual Report, including a list of bonds and stocks, will gladly be sent on request.

The NATIONAL UNDERWRITER

The National Newspaper of Life Insurance

57th Year, No. 17
April 24, 1953

Closer Underwriting Urged for Big Lines of Double Indemnity

Selection Officials Treat Six Current Topics in Two Panel Discussions

Advisability of closer scrutiny of double indemnity for large amounts; social considerations involved in promoting salary allotment insurance; effects of the upturn in term insurance sales; what to do about the large juvenile policies that are sought; whether preferred risks are as preferable as they are supposed to be; and how to guard against antiselection on disability were discussed by two panels at the annual meeting of Home Office Life Underwriters Assn. at White Sulphur Springs. There was also considerable audience participation.

The panel handling the first three questions had Thomas K. Dodd, Connecticut Mutual, as moderator, members being C. E. Carlson, Continental Assurance, Charles F. Harris, State Mutual, C. Clothier Jones, Jr., Penn Mutual, and Richard T. Sexton, Connecticut General.

Mr. Carlson said he'd been unable to find anything on the experience of life companies with accidental death benefits according to amounts, but he quoted figures on accident death claims from the Bureau of A. & H. Underwriters which showed a death rate steadily rising with amount of coverage and running more than three times normal at \$30,000. He opined that the life companies should make a study of accidental death mortality by amount of coverage.

Mr. Dodd remarked that apparently all companies are doing so well on double indemnity over-all that many companies would probably doubt the need for such a study. He said Connecticut Mutual's cost for double indemnity was only 34 cents per \$1,000, so even the higher mortality on the larger cases would still be taken care of by the charge made for the benefit. Nevertheless, he said, there seems to be an upward trend in double indemnity costs and it should be studied or the companies may find themselves wishing they had.

If it is true that double indemnity rates in general are higher than they should be, what should be done? Reduce the rates? Pay dividends? Liberalize the benefit? As an example of the latter, it was suggested that maybe aviation coverage should be made broader, such as taking out the usual piloting exclusion. However, Mr. Sexton said Connecticut General's experience did not indicate that it could give away the pilot coverage under double indemnity.

Mr. Jones said Penn Mutual is against double indemnity in business insurance cases except for sole proprietorships, where coverage is really family insurance. It should not be in

Woodson to Be American Gen'l Life President

B. N. Woodson, whose resignation as managing director of National Assn. of Life Underwriters and Life Underwriter Training Council was announced last week, has been named president of American General Life of Houston. Burke Baker, founder and long-time president of American General, has been elected chairman.

Mr. Woodson's resignation will become effective after the N. A. L. U. annual meeting at Cleveland Aug. 24-28 and he will assume his new post immediately thereafter.

"We have looked upon Mr. Woodson as a consulting member of our staff ever since he served in that capacity during his eight years with the Research Bureau," Mr. Baker stated in making the announcement. "Over the years, he has made several special studies for our company, spending weeks in our home office, and has participated in several of our annual conventions and agency meetings. His election as president is the natural culmination of a relationship which has grown closer for many years."

Mr. Woodson, who is 44, entered life insurance at the age of 19 as an agent of Mutual Trust Life, progressing from agent to manager at Seattle, to assistant to the president, and later regional agency director.

He then went with Life Insurance Sales Research Bureau, predecessor of L. I. M. A., remaining there for eight years as consultant for member com-

(CONTINUED ON PAGE 22)



B. N. Woodson

Cameron Chairman, Worthington, Home Life, N. Y., President

NEW YORK—Home Life has elected President W. J. Cameron chairman and has advanced Executive Vice-president William P. Worthington to president.

Said Mr. Cameron in announcing Mr. Worthington's election to the Home organization: "This is the logical outcome of a career during which he has exhibited rare abilities and has applied them with extraordinary vigor and directness in promoting the company's interests."

Mr. Cameron joined Home Life 36 years ago, soon becoming assistant actuary and four years later actuary. He became vice-president and actuary in 1928, a director in 1930, executive vice-president in 1942 and president in 1950.



W. J. Cameron



W. P. Worthington

He started in life insurance with New York Life, later becoming deputy commissioner and actuary of the North Carolina department and going to the Home in 1917. He is a director of the Life Insurance Assn. of America, and has served on a number of important joint committees of the L. I. A. and American Life Convention, including the one on recommending revision of the New York expense limitation statute. He was a member of the industry committee that developed the practical application of the modernized mortality

(CONTINUED ON PAGE 22)

Late News Bulletins . . .

To Compare Costs of New Jersey TDB Covers

TRENTON—The New Jersey division of employment security announced this week that it is calling on insurers to report premium earnings, expenses and benefit losses on policies providing private plan disability insurance for workers under the state's temporary disability benefits law. Reports must be in by June 30. From the data obtained from insurers the security division will be able to compare private plan costs and administrative expenses with those incurred in providing state plan coverage. The TDB law provides mandatory state plan disability coverage for workers but with the assent of a majority of his employees an employer may provide benefits under a private plan if the plan meets standards specified in the law.

Metropolitan Buys Look Building in N.Y.C.

Metropolitan Life has bought the Look building in New York City, tenants of which include Life Insurance Assn. of America and Institute of Life Insurance.

R. K. Fogal to St. Louis for Great-West

Robert K. Fogal, formerly manager of the North Dakota branch of Great-West Life, has been appointed manager at St. Louis.

Mr. Fogal has been with the company since 1942, first as an agent, then as a supervisor, and for the last three years as North Dakota manager.

(Additional Late News on Page 24)

Washington, D. C., Area Picked for NALU Headquarters

Early Favorite, It Lost Ground, But Wins as East vs. West Compromise

The "Washington area" has been selected as the location of the projected building of the National Assn. of Life Underwriters. The choice was made at the final session of the board of trustees at the conclusion of the N.A.L.U. midyear meeting at Chicago. The selection committee had boiled its choices down to three areas: New York City, Chicago, and Washington. The committee's next job is to find a suitable site in the District of Columbia or in nearby Maryland or Virginia, which are part of the Washington metropolitan area.

The current lease at the present headquarters, 11 West 42nd street, New York City, runs until April 30, 1956.

Selection of Washington as the headquarters city parallels the "boy-meets-girl" movie formula, for Washington was the first city involved when efforts began to shape up a couple of years ago to move N.A.L.U. headquarters out of its present high-rent, congested-area location to a spot where it could own its building.

Then, as the move-out-of-town idea caught hold and became something more than a gleam in the Washington leaders' eyes, Washington rapidly lost ground and appeared to be virtually out of the running. All kinds of arguments were cited against Washington as a headquarters spot: It was crowded, employment conditions, one of the drawbacks about New York City, were even worse than in Manhattan; it might be thought that a Washington location would look as if N.A.L.U. was concentrating too much on the role of influencing federal legislation; it was a hot place in the summer; it would be a mistake to move out of the New York City metropolitan area; and many others.

What apparently put Washington in the winner's spot was that it was an acceptable second choice to those who'd have preferred another area as their first pick. It was particularly a happy compromise for those trustees who felt strongly that the permanent headquarters should remain in the New York City area and for those who felt equally strongly that it should be anywhere else but in the New York City area.

The pro-New Yorkers could console themselves with the thought that the headquarters would continue to be in the east, within reasonably easy reach of the company organizations with which N.A.L.U. needs to keep in regular touch. The anti-New Yorkers could feel that even if they hadn't succeeded in getting a mid-western location they'd at least got the headquarters out of New York.

One obvious advantage of the Wash-
(CONTINUED ON PAGE 21)

LIAMA A.&H. Panel Confab Harbinger of New Horizons for Agents, New and Old

Preparing agents for state license examinations and training them for early production was given full treatment in a panel discussion at L.I.A.-M.A.'s A. & H. spring meeting at Chicago. Moderated by Walter F. Schmitz, associate superintendent of A. & H. department of Occidental Life of California, the panelists were Rex H. Anderson, director of A. & H. sales, New York Life; Francis T. Curran, superintendent, statutory division, Commercial Ins. Co.; Wilbur W. Hartshorn, superintendent of agents, Metropolitan Life, and H. Curtis Reed, superintendent of training sales, research and promotion, Travelers.

Mr. Anderson said the basic approach to A. & H. should go right along with life insurance training and the two lines should always be geared together.

Mr. Hartshorn said when his company's new agents come back to the district office after home office training they study with the district manager for about nine weeks on debit agency methods and then receive training in A. & H. sales.

Mr. Anderson mentioned that with the introduction of A. & H. in one of his company's offices life business increased 10%. He emphasized that it is important the agent knows his company will stand behind their A. & H. policies and claims will be paid promptly. In this way he has no fear that selling A. & H. will in any way possibly injure his life business.

Mr. Hartshorn said they expect their agents to write A. & H. and that a good life man does a good A. & H. job. There is a direct co-relation between life and A. & H. sales and the man who can sell large volumes of life is also good at A. & H. and in turn he increases his life volume.

Mr. Reed went along with this viewpoint but did not agree that a good A. & H. man makes a good life man, or vice versa. He said that some place in the training course the shift must be made from A. & H. to life or it never will be made. Life insurance is harder to sell, but a man who specializes in A. & H. just can't make enough money unless he sells life insurance and therefore must make the shift in his training course to include both lines.

Package sales got full panel concurrence, as did a thought from the moderator that the A. & H. rate book be simple and brief so as not to discourage using it and thus curtail sales because of a mechanical obstacle.

For agents who start off well and then drop off on A. & H. sales, Mr. Anderson suggested that much of this is due to "backing into A. & H. sales" only when some prospect asks about it. He advised instead that the agents go out with a definite idea of selling the cover. Also, his company provides a refresher course to interest older agents who have tried selling A. & H. and gave it up. It constantly brings out new types of policies or various innovations which permit the manager to convince the agent that here is the policy he can sell regardless of his previous experience with A. & H. He also stressed good service on claims, etc., for keeping enthusiasm alive.

On other questions, the advisability of the combination A. & H. and life package received general approval. Mr. Schmitz gave a partial presentation of a canned sales talk he had

developed along this line proving that it is an excellent package. He said the agent has not done a complete job if he does not also sell A. & H.

Eye Uniform Accounting Reference to N. Y. Law as Loose Use of Term

NEW YORK—Governor Dewey's reference to "uniform accounting" in the memorandum he filed when signing the bill giving the insurance superintendent power to prescribe expense allocation procedures has caused some concern among life company accounting executives, who agreed to the bill with the understanding that it would not saddle the companies with uniform procedures, but would let them use whatever methods seemed most appropriate, within limits set by the department.

It appears that "uniform accounting" in the governor's message was merely a loose use of the term resulting from failure to appreciate the important practical difference between actual uniform accounting and the type of regulation contemplated by the bill. It is understood that the information supplied by the insurance department to the governor's office did not use the term "uniform accounting."

The department has sent out to the companies part III of the questionnaire to help it formulate regulations with respect to allocations of income and expenses. The purpose of part III is



Group at the L. I. A. M. A. accident and health meeting at Chicago, from the left: Harry L. Graham, Bankers Life of Iowa; Christopher F. Lee, Columbian National Life, and James E. Powell, Provident Life & Accident.

to determine the principles and methods employed by the life companies with respect to the following:

A. Distribution of expenses and taxes and certain other items between sub-lines of the gain and loss exhibit.

B. Assignment of expenses and taxes to line items in schedule H, which deals with A. & H., and their distribution by A. & H. sub-lines.

C. Distribution of expenses and taxes and certain other items between participating and non-participating business in schedule NP.

D. Allocation of joint expenses of affiliated companies.

E. Allocations involved in the functional assignment of expenses and taxes to expenses of investigation and settlement of policy claims in line 22 of the summary of operations and printing, commissary, sanitariums and rest homes, in exhibit 5.

F. Cost studies involving a distribution between first year and renewal expenses.

Whittaker Hits at 'Reverse Coinsurance' in Major Medical

Superimposing a major medical expense plan on regular hospitalization coverage so as to result in duplication of benefits or "coinsurance in reverse" is inconsistent with the coinsurance principle, E. B. Whittaker, vice-president of Prudential, told the A. & H. Assn. of Philadelphia.



E. B. Whittaker

Integration with existing base coverages adds to the complexity of the sale and "it is much easier to make a quick sale with a flat dollar deductible regardless of existing plans than it is to do a decent job for the employer by integrating the major medical insurance with a basic insured or Blue Cross plan so as to avoid any substantial area of double coverage with its attendant increase in claim costs," he said.

"I cannot understand," said Mr. Whittaker, "why companies that profess to believe in coinsurance sell coinsurance in reverse, because that is exactly what you are doing if you sell a \$300 deductible regardless of a base plan which may pay up to \$1,000."

The coinsurance percentage is often a source of trouble. Some employees want a factor as small as 10%, but Mr. Whittaker said this could lead to abuses, as where psychiatric treatments are involved.

Mr. Whittaker made these recommendations for the situations commonly encountered:

1. No basic coverage. Suggest \$100 per illness deductible.
2. Basic plan with own company. Suggest deductible of \$300 or \$500 or the payments under basic plan, whichever is greater, or an out-of-pocket deductible of \$100 on top of payments, if any, under basic plan. If coverage is written on employee-pay-all basis, the out-of-pocket deductible should increase with income so as to maintain equity among employees.

3. Basic plan insured with another insurance company. Don't quote unless the basic is to be transferred on the group to be insured for major medical.

4. Basic coverage Blue Cross and/or Blue Shield, covering all employees under consideration for major medical suggest major medical with flat \$100 out-of-pocket deductible or graded deductible as discussed above on top of basic. Since the premiums for this coverage are very small in states where Blue Cross and Blue Shield provide liberal benefits, do not quote except on large groups.

5. Blue Cross and/or Blue Shield optional, some employees being covered for both, some for Blue Cross only and some for neither. This is a most unsatisfactory situation. If major medical is to be employee-pay-all, recommend flat \$500 deductible in spite of family wide area of double coverage. If employer money is involved, recommend deductible of \$500 or payments under basic coverage, whichever is greater.

The COMMONWEALTH Commentary

\$30,557,788

That's the figure that tells the story. It represents the dollar volume of new insurance written by Commonwealth Fieldmen during the 1953 March For Boyd Campaign. This annual campaign is held during the month of March and pays tribute to the President of the Company, Morton Boyd. The more than 30½ million dollar production established a new campaign record surpassing last year's record figure by more than 60%.

Commonwealth congratulates its Fieldmen on their outstanding achievement in making this the greatest March For Boyd Campaign and the largest production month in the history of Commonwealth.

INSURANCE IN FORCE, February 28, 1953 — \$623,771,210

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.





THIS MAN IS IN THE DARK

... because he doesn't know that selling Union Mutual's Non-cancellable Guaranteed Renewable Disability Income Protection means extra "MONEY IN HIS POCKET" ... nor does the poor lad know that this protection is considered the best sickness and accident coverage on the market today by leading life underwriters. But most important are the *extra plus values* with a Union Mutual Non-Can... for example...

If total disability lasts 90 days or more, all premiums falling due from date of disability are waived... Liberal interpretation of the term "Total Disability"... Partial disability benefits for sickness and accident following total disability... Number of claims unlimited and no average earnings clause.

Last but by no means least, a merchandising plan second to none, including sales talk, direct mail, and local advertising.

Plus income from Plus sales with Plus values!

UNION MUTUAL

LIFE INSURANCE COMPANY * Home Office
Portland, Maine * Rolland E. Irish, President *
Kenneth L. Anderson, Vice Pres. & Mgr. of Agencies

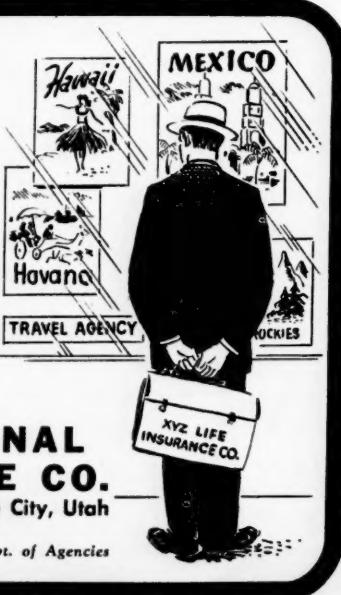


ARE YOU ON THE OUTSIDE LOOKING IN?

Is Your retirement just wishful thinking? Pacific National Life offers a retirement plan that is unlimited! Yet this non-contributory plan doesn't cost you a penny. Write Kenneth W. Cring TODAY about this program and the General Agency Openings now available with...

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411 East So. Temple - Salt Lake City, Utah
RAY H. PETERSON, President
KENNETH W. CRING, Vice President & Supt. of Agencies



NEW YORK RALLY

LIAMA Combination Companies Put Glass on Assistant Manager

NEW YORK—If a company stresses the importance of the assistant manager's job and builds up the prestige of that position among its entire field force, then a promotion to assistant manager will be highly regarded by combination agents, it was brought out at the first day session of the spring conference for combination companies of L.I.A.M.A.

Frank B. Maher, vice-president of John Hancock, was elected chairman of the combination companies committee to succeed W. J. Williams, vice-president of Western & Southern Life. New members are William P. Lynch, Prudential; Homer D. Parker, Commonwealth Life, and G. S. Woolsey, London Life.

James G. Bruce, vice-president and secretary of Colonial Life, presided at the audience participation session during which ideas were exchanged on the assistant manager and his job.

Mr. Bruce asked for suggestions from the floor on the job of the assistant manager and the qualifications which companies set up in selecting an agent for the promotion to assistant manager.

No company, it would seem, promotes an agent on the basis of production alone. Just because a man is a top producer doesn't guarantee, for example, that he will be able to recruit, train and supervise a staff of agents. Even though all assistant managers cannot hope to become district managers, it was indicated that companies would not consider a man for assistant manager who is obviously not district manager caliber.

One of the biggest problems in getting an agent to accept the promotion to assistant manager is that of compensation. It was said the problem can be solved by establishing an income floor for assistant managers. A number of men stated that their companies guarantee the new assistant manager at least the same income he made as an agent for a definite period.

Does the amount of life insurance an agent owns affect your selection of him as an assistant manager? "Yes," said Mr. Parker. "We expect a man to own 4-5 times his annual income in life insurance."

The question of whether the assistant manager should be given pre-staff training at the home office school highlighted discussion at the Tuesday morning session. W. J. Hamrick, agency vice-president of Gulf Life, opened the session and turned over the meeting to Chairman David F. S. Johnson, vice-president and manager of agencies of Interstate Life & Accident.

One of the panel members, Richard W. Wilshire, vice-president of Home Beneficial, opined that new assistant managers get relatively little benefit out of attending a pre-staff school. Rufus Fort, vice-president in charge of field research of National Life & Accident, supported this position. His company, explained Mr. Fort, brings assistant managers into the home office for a one-week training course only after the men have had six months' experience in the field.

Karl Kreder, 3rd vice-president of Metropolitan, said his company brings

the new assistant manager into the home office for a three-week pre-staff school, in the belief that it is better for the new assistant manager to make mistakes in the classroom than to make them in front of his new staff. Mr. Parker sided with this view, noting that his company likes to get assistant managers into the home office school as soon as possible after their appointment. W. Sheffield Owen, Life of Georgia, said his company would prefer to give the assistant manager pre-staff training but is not yet in a position to do so.

What is being done to follow up this training to see if assistant managers are using the ideas and methods learned in the home office school? One method set forth is for the district manager or a home office trainer to go out into the field and check on the performance of the assistant manager's staff. The Metropolitan has a three-week follow-up period in the field, immediately following the man's pre-staff training, in which a field training man observes the assistant manager in action to see whether he can do the job effectively.

That afternoon, Cecil J. North, vice-president of Metropolitan Life, opened the meeting on the assistant manager in

(CONTINUED ON PAGE 24)

Reinsurance Service is an integral part of our Life Insurance Business

AUTOMATIC AND FACULTATIVE
AGREEMENTS ARRANGED

MORTALITY EXPERIENCE
PARTICIPATION

Our Reinsurance Division

is fully equipped
to furnish prompt and
efficient service
at minimum rates and
with the highest degree
of professional underwriting.



Life and Casualty

Insurance Company of Tennessee
NASHVILLE, TENNESSEE

Assets \$150,835,455

Life Insurance in Force \$975,000,000.00
Accident Insurance in Force \$800,000,000.00

April
Show
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Credit
Cuna 1
Domes
Dunbar
Eagles' Empir
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Express
Farm
Farmer
Farmer
Feder
Feder
Fidelit
Fidelit
Frankl
Genera
Girard
Great
Guara
Guara
Guard
Home
Indep
Indian
Inter-C
Jeffers
Jeffers
John 1
Kansa
Ky. C
Kentu
Knigh
Lafay
Life o
Lincol
Loyal
Mann
Manha
Mass.
Metro
Michi
Midla
Midv

Show Ohio 1952

New Business, In-Force Totals

All figures for ordinary unless designated (G) for group or (I) for industrial. New business figures include revivals and increases as well as new business paid-for.

New Business In Force

\$ \$

	New Business	In Force		New Business	In Force		New Business	In Force
	\$	\$		\$	\$		\$	\$
Minn. Mutual	1,901,470	19,832,789	New York Life	43,722,688	502,453,791	Pan-American	(G)	5,254,435
(G)	1,054,500	2,111,250	(G)	6,392,808	6,500,942	(G)	512,000	7,619,827
Monarch, Mass.	846,932	6,671,252	N. A. Accident, Ill.	1,156,912	6,776,133	Paul Revere	(G)	1,603,332
(G)		36,500	N. A. Life, Ill.	2,425,373	19,809,557	(G)	51,000	8,989,884
Monumental	10,190,750	69,512,661	Northern, Wash.	55,163	786,103	Penn Mutual	(G)	13,748,538
(I)	9,044,177	62,523,513	(G)	742,936	1,239,440	Pa. Mutual Life	(I)	20,000
Mutual Benefit Life	25,582,588	254,362,960	N. W. Mutual	43,186,692	538,911,376	Peoples, D. C.	(G)	379,409
Mutual Life, N. Y.	22,039,936	235,357,823	N. W. Nat'l	6,344,105	47,230,485	(G)	51,000	1,147,476
Mutual Savings, Mo.	255,913	268,103	(G)	2,072,186	11,767,348	Phoenix Mutual	(G)	124,500
Mutual Trust	1,847,065	21,045,400	Occidental, Cal.	22,923,108	76,361,065	Physicians Life	(I)	3,282,050
Nat'l A&H, Pa.	(I)	404,900	(G)	14,177,512	108,209,783	Peoples, Ind.	(G)	2,661,426
Nat'l Guardian	314,648	323,720	(G)	7	35,225	(G)	703,940	703,940
Nat'l Home, Mo.	2,250	1,250	(I)	1,250	1,250	Phila. Life	(G)	516,079
National L&A.	21,909,821	119,051,742	Ohio State	15,687,522	136,925,688	Phila. United	(I)	761,916
(G)	1,391,500	3,502,700	(G)	1,250,000	1,787,730	Lutheran Mutual	(G)	3,979,363
National Life, Vt.	51,940,336	184,626,926	Old Line	477,829	3,033,449	Phoenix Mutual	(G)	39,383,393
N. E. Mutual	163,000	1,014,400	Old Republic Credit	19,620,164	22,811,788	Physicians Life	(G)	4,000
	19,244,928	163,983,293	Pacific Mutual	9,402,447	89,216,757	Presby. Min. Fd.	(G)	1,078,314

(CONTINUED ON PAGE 18)

MIDLAND MUTUAL'S Prosperity Contract

gives You

BETTER TOOLS

For Building YOUR OWN Financial Security

Expense-Free Compensation

Compensation plan is separate from expense. Overridings—1st year and renewal—are yours!

Vested Overriding Renewals

Easy-to-attain qualifications entitle you to your renewals whether you live, die or quit.

\$10,000 Preferred Risk Contract

Attracts many new clients.

New Income Protection Rider

Adjusted to every need, 10 to 50 years, convertible to permanent forms.

New Brokerage Contract

For Life Men. Top commissions, plus 1st year expense allowance and fully vested renewals.

Result-proved Direct Mail

... and other unique sales plans. Make even new agents immediate producers!

Other Benefits To Agents and General Agents

- Liberal 1st-year commissions
- Monthly expense allowance
- Extra 2nd and 3rd year commissions (Agents only)
- Continuous service fee after vested renewals expire
- Attractive retirement plan
- Success-proven training plans
- Group life for career men

TERRITORIES OPEN:

Agency opportunities are open in these states

OHIO

PENNSYLVANIA

NEW JERSEY

WEST VIRGINIA

KENTUCKY

NORTH CAROLINA

INDIANA

MICHIGAN

ILLINOIS

IOWA

CALIFORNIA

The MIDLAND MUTUAL Life Insurance Co.

250 E. Broad Street, Columbus 16, Ohio

In-Force Rankings of Life Companies Shown

Total insurance in force in United States and Canadian old line legal reserve life insurance companies reached a new high of \$307,904,446,963 at the beginning of 1953. Ordinary insurance, excluding group, rose from \$181,198,626,368 the previous year to \$195,854,235,362, an increase of 8%; industrial increased from \$36,364,872,294 to \$37,755,536,340, 4%; and group insurance from \$63,062,044,134 to \$74,294,875,261, 18%.

There are now 46 companies with more than \$1 billion of life insurance in force. Companies which passed this mark for the first time are Home Life of New York, Cuna Mutual, Guardian and Provident Life & Accident. Aetna Life, with increases of more than \$1,100,000,000 in group and more than \$150 million in ordinary, entered sixth place after having ranked seventh for a good many years. Lincoln National, partly because of its absorption of Reliance Life, went from 11th to 9th place. Other big advances among the first 50 companies were London Life from 22nd to 19th, Canada Life from 31st to 26th, Franklin Life from 38th to 35th, Cuna Mutual from 55th to 44th and Old Republic Credit from 54th to 48th. In the next 100 companies, the following found themselves at least 10 places nearer the top: State Farm Life from 78th to 68th; Bankers Life & Casualty from 149th to 115th; Credit Life from 137th to 117th; World Ins. Co. from 151st to 137th; Bankers Security from 158th to 141st and Pyramid of North Carolina from 159th to 148th.

Companies with more than \$100 million in force now number 197, compared with 186 last year. New to this group are Great National, Constitution Life, Girard, Alliance Nationale of Canada, Empire Life & Accident, North American Accident, United Services Life, Wisconsin National and Lincoln Income.

Quantity prices for reproduction of the above table in folder form:

Quantity	Each	Total
50	6¢	\$ 3.00
100	5¢	5.00
250	4½¢	11.25
500	3½¢	17.50
1,000	3¼¢	32.50
2,500	3¢	75.00
5,000	2¾¢	137.50
10,000	2¼¢	225.00

New A. & H. Company Group Formed in Canada

Ross D. Heins has been named chairman of the newly organized Joint Committee on Health Insurance of Canada. He is with Continental Casualty. Bruce R. Power, Canadian Life, is secretary of the new committee.

This new organization is the A. & H. outlet for companies belonging to All-Canada Insurance Federation and Canadian Life Officers Assn. Five members of each group are represented on the committee, and four independents also have been invited to name representatives.

New York Life Names King

New York Life has appointed William A. King, former manager of basic training, to manager of small group sales. He will be succeeded as training manager by Fred G. Kimball, former assistant manager of that department. Mr. King has been with the company since 1936, Mr. Kimball since last year.

Figures in right hand column include industrial and group if written

1953	1952	1943	Insurance In Force	1953	1952	1943	Insurance In Force
1	1	1	Metropolitan Life	51,854,261,454	64	64	Gulf, Fla.
			Industrial	10,964,213,241	64	64	Industrial
			Group	16,275,369,369	64	64	Group
2	2	2	Prudential	39,109,353,873	65	69	Business Men's, Mo.
			Industrial	8,008,492,048	65	69	Group
			Group	7,787,461,414	66	68	Commonwealth Life
3	3	3	Equitable, N. Y.	19,037,101,409	66	68	Industrial
			Group	10,224,312,086	67	67	Group
4	4	6	John Hancock	13,383,561,800	67	67	Great Southern, Tex.
			Industrial	2,775,343,374	68	78	Group
			Group	3,155,295,560	68	78	State Farm, Ill.
5	5	5	Travelers	12,638,483,219	69	77	Group
			Group	8,567,202,987	70	70	Farm Bureau, Ohio
6	7	7	Aetna Life	11,743,895,766	71	71	Group
			Group	8,646,949,500	71	71	Pan-American, La.
7	6	4	New York Life	11,674,590,836	71	71	Group
			Group	288,466,371	72	74	Ohio National
8	8	8	N. W. Mutual	5,886,833,499	72	74	Industrial
			Group	5,760,054,859	73	73	Group
9	11	16	Lincoln National	351,463,000	73	73	Industrial
10	9	10	Sun, Canada	5,222,947,100	74	66	Group
			Group	1,493,501,301	74	66	287,997,513
11	12	15	Conn. General	4,851,438,541	75	75	Group
			Group	2,748,091,496	75	75	U. S. Life, N. Y.
12	10	9	Mutual Life, N. Y.	4,648,703,850	76	72	Group
13	14	27	Occidental, Calif.	3,958,157,549	77	76	Country Life, Ill.
			Group	1,640,524,888	77	76	American United, Ind.
14	13	12	Mass. Mutual	3,624,801,430	78	80	Dominion Life, Can.
15	15	14	New England Mutual	3,385,477,408	78	80	Group
16	16	11	Mutual Benefit, N. J.	824,500	78	80	14,385,102
			Group	3,247,812,166	79	79	Home Beneficial, Va.
17	18	22	National L. & A.	8,434,300	79	79	Industrial
			Group	3,247,479,350	79	79	Group
			Industrial	46,454,700	80	81	343,616,888
			Group	1,959,946,134	80	81	Group
18	17	13	Penn Mutual, Pa.	3,215,656,651	81	82	Peoples, D. C.
19	22	23	London Life, Can.	2,731,750,557	81	82	Industrial
			Group	511,238,557	82	87	Group
20	19	21	American National, Texas	2,588,024,146	82	87	Protective, Ala.
			Industrial	1,261,696,552	83	83	Group
			Group	91,374,464	83	83	3,763,750
21	20	17	Western & Southern	2,519,380,006	84	84	Savings Bank, Mass.
			Industrial	1,233,311,700	84	84	Group
			Group	25,359,698	85	85	Republic National, Tex.
22	21	18	Conn. Mutual	2,447,704,141	86	88	Group
23	23	46	Continental Assur.	2,177,900,948	86	88	16,889
			Group	1,210,479,358	86	88	Union Labor, N. Y.
24	24	25	Bankers, Iowa	1,801,476,851	87	93	Group
			Group	426,477,977	88	86	Independent L. & A.
25	25	29	Great-West, Can.	1,776,936,986	89	92	Shenandoah, Va.
			Group	370,528,782	90	89	Group
26	31	24	Canada Life	1,806,290,432	91	99	Security L. & T.
			Group	430,414,856	91	99	Group
27	26	19	Union Central, Ohio	1,559,052,259	91	99	Central, Iowa
			Group	60,411,434	92	91	Manhattan Life, N. Y.
28	28	34	State Mutual, Mass.	1,539,782,945	92	91	Group
			Group	307,654,678	92	91	Knights Life, Pa.
29	27	20	Provident Mutual	1,506,813,198	93	95	Industrial
30	30	31	Manufacturers, Can.	1,490,647,588	93	95	Group
			Group	57,660,388	94	96	Security Mutual, N. Y.
31	29	30	Life of Virginia	1,455,214,144	94	90	Group
			Industrial	647,772,172	94	90	Central Standard, Ill.
			Group	92,885,437	94	90	Industrial
32	32	32	Mutual Life, Can.	1,396,841,381	95	96	Group
33	33	26	General American	1,381,726,532	96	94	Equitable, D. C.
34	35	36	Pacific Mutual, Calif.	1,365,023,113	97	98	Industrial
			Group	367,115,105	98	102	Group
35	38	60	Franklin Life	1,352,638,788	99	97	157,523,975
			Industrial	52,179,040	99	97	Group
			Group	4,300,700	99	97	1,018,000
			Group	1,310,876,920	100	109	Industrial
			Group	1,278,695,030	100	109	Group
			Group	322,616,316	101	101	1,148,300
			Group	1,240,282,913	101	101	Group
			Group	1,232,061,175	102	100	1,698,800
			Group	1,202,723,042	102	100	Group
			Group	1,136,666,281	103	103	Guarantee Mutual, Neb.
			Group	1,104,126,739	103	103	Group
			Group	1,092,080,457	104	105	West Coast, Calif.
			Group	1,048,375,096	105	106	Group
			Group	1,044,378,395	106	104	Atlantic Life, Va.
			Group	1,003,897,319	107	107	Group
			Group	979,721,921	108	107	Industrial
			Group	117,360,164	108	108	Group
			Group	958,939,174	109	111	Group
			Group	956,735,216	110	111	Group
			Group	1,24,475	110	111	Group
			Group	1,003,897,319	111	112	Group
			Group	955,114,999	112	112	Group
			Group	935,706,656	112	112	Group
			Group	928,390,979	113	114	Group
			Group	295,036,136	114	110	Group
			Group	927,584,863	114	110	Group
			Group	1,236,552	114	110	Group
			Group	1,24,475	114	110	Group
			Group	908,030,584	115	149	Group
			Group	527,811,492	115	149	Group
			Group	15,855,400	115	149	Group
			Group	822,538,252	116	113	Group
			Group	538,568,804	116	116	Group
			Group	813,396,988	117	137	Group
			Group	812,228,883	118	115	Group
			Group	120,868,770	119	116	Group
			Group	753,049,611	120	117	Group
			Group	752,223,552	121	118	Group
			Group	180,500,523	122	129	Group
			Group	41,942,981	122	129	Group
			Group	373,478,750	123	126	Group
			Group	670,962,294	123	126	Group
			Group	53,668,979	124	120	Group
			Group	670,466,858	124	122	Group
			Group	223,840,739	125	122	Group
			Group	127,154,500	125	122	Group

Figures in right hand column include industrial and group if written

Total Insurance In Force

\$ 644,055,02

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Modernized Medical Examination Form Pays Good Dividends

WHITE SULPHUR SPRINGS—There is a need for modernizing medical examination forms and efforts in this direction have paid off better than expected, Dr. J. Randolph Beard, medical director of Mutual Benefit Life, told Home Office Life Underwriters Assn. at its annual meeting here.

"We have revised our form and it is amazing how much more information we get from the examiner on the first go-around," he said. "There are some other companies that have similar forms. We have saved considerable money on rechecks. The underwriters can check the new form faster. Many of the examiners wrote in complimenting us on the change—a good public relations factor. I would like to make some further improvements. I feel there could be more uniformity in the form in so far as all companies are concerned."

Dr. Beard said that generally medical examination forms contain questions that contribute very little in developing a medical history. The questions should be arranged in logical sequence, similar to the pattern a well-trained physician follows in taking his usual history. They should be grouped by systems (cardiovascular, gastrointestinal, etc.), so far as possible. There should be enough open space on the blank for the development of adverse answers.

"If you leave only one or two lines for clarification of answers, you won't get much more than 'yes' or 'no,'" he pointed out. "It is my feeling that a heart chart should be incorporated in the regular part II, to be completed when abnormalities of the heart are found. This saves a double form and often the necessity of writing back for clarification of heart findings and completion of a special heart chart."

Dr. Beard said an exercise test should be part of the physical examination, for a heart examination is not complete unless its activity is observed before and after exercise. Naturally, the examiner would have to use judgment as to the advisability of this test when there is even a hint of coronary disease.

Dr. Beard expressed quite an optimistic view on the insurability of applicants whose heart defects have been cured by recently developed operative techniques, particularly when the operation is done in the late teens. He mentioned hopefully the use of the ballistocardiogram, which measures the efficiency of the heart as a pump, and predicted that "it will help us to salvage some cases now declined—but the reverse may also be true." He was somewhat dubious about the net gains from the "wonder drugs" and asked: "May they not have some detrimental effect on longevity?"

About four years ago, Mutual Benefit changed its rules for requiring electrocardiograms and x-rays so as to take account only of insurance applied for concurrently or within the last 12 months in all companies. It disregards the insurance in force prior to that time. The new rule results in calling for more studies but it has paid off. Only two other companies follow this plan, he said, but he opined that others would like to "but fear of field reaction has deterred them." He said he would like to know the rationale for

the old rule generally in use and wondered if there were a logical reason for its use or if it were just followed as a matter of tradition.

Philadelphia Luncheon

Philadelphia Assn. of Life Underwriters third sectional luncheon meeting will be held at Palumbo's cafe, 824 Catherine street, April 30. Speakers are Frank Abruzere, assistant district manager, John Hancock, Allentown; Joseph S. Hockberger, Prudential, Philadelphia; and William F. Lee, general agent Penn Mutual, Philadelphia.

Branch Offices Give Companies Tax Break Under New Fla. Law

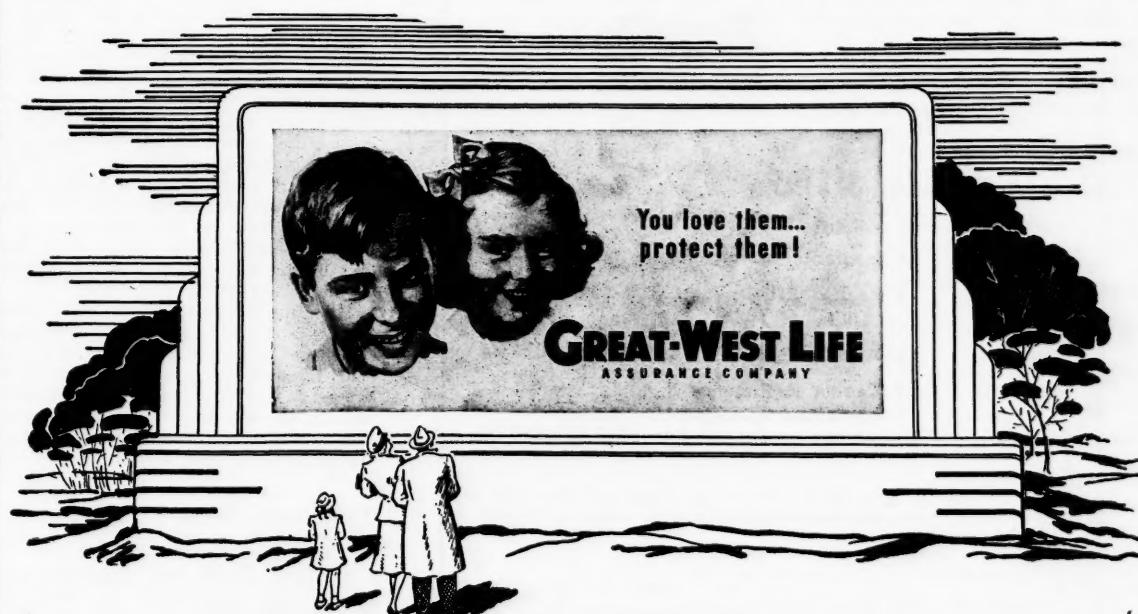
A series of insurance bills has been introduced in the Florida legislature by Rep. Cook, chairman of the house insurance committee.

One of the measures provides that agents licensed to sell life insurance may not sell A. & H. unless they pass an examination. Another measure would provide for coverage of dependents under group policies.

The legislature has passed a bill to

encourage establishment of branch offices in Florida by granting the companies permission to offset against the 2% gross premium tax any ad valorem tax paid counties and municipalities on any building owned and occupied in Florida as a home office for three or more states. It would permit at least a 50% reduction in gross premium tax and at most an 80% reduction.

One of the companies specifically in mind is Prudential, which is planning to locate a regional home office at Jacksonville. This was the first bill to be enacted by the Florida legislature.



Heart Appeal and Sales Appeal

This Great-West Life poster with its simple but powerful message will

appear in 76 cities and towns throughout the United States and Canada

during 1953. The heart appeal of two smiling youngsters is a reminder

of the most compelling reason of all for buying life insurance—

love of family.

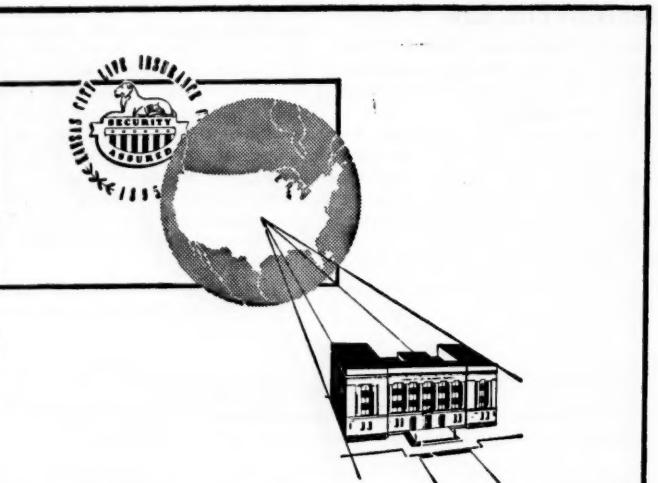
Thus, the sales efforts of Great-West Life representatives in 1953 are supported

on busy thoroughfares and at important corners by outdoor

advertising. Millions of people will see and note the message and

challenge of "You love them . . . protect them!"

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA



on December 31, 1952

- Insurance in force . . . \$955,114,999
- Paid to policyowners . . . \$243,693,000 (Since 1895)
- Assets \$270,698,076.84
- Capital contingency funds and unassigned surplus \$18,501,113.82

The above figures are from our fifty-eighth annual statement. Write for a detailed report.

Kansas City Life Insurance Company

BROADWAY AT ARMOUR • KANSAS CITY, MISSOURI

THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldmen.

Strong, Progressive Company
Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS
Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASH BROOK, EXECUTIVE VICE PRESIDENT
NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

Ferrel Bean Uses Mass Selling as Lure in Recruiting Agents

Mass selling can be made an invaluable adjunct to recruiting and developing new agents, it was brought out at the discussion conducted by Ferrel M. Bean of the John Hancock, Chicago, at the room-hopping session of the General Agents' & Managers' Conference at Chicago. Mr. Bean said that he points out to prospective agents the value of being with a company that has mass coverages in its kit and he encourages new agents to get one or two small group cases sold early in their careers. Promoting group insurance is also an excellent way to get a company known in a new territory, he said.

Mr. Bean stressed the use of salary deduction plans through selling an employer on the idea that an employee consultation service will be provided, giving the rank and file of employees a programming service usually only enjoyed by executives. The employer's angle is that this service will open the employees' eyes to the insurance and pension benefit being provided by the employer, which otherwise might not be understood and appreciated.

Mr. Bean's system is to have several trained specialists in this consultation work and assign one of them to work with the agent on consultation work if the agent is not versed in it. Mr. Bean's role is to sell the employer on providing office space and letting the interviews be on company time.

Ferguson Joins LIAMA as Research Associate

Leonard W. Ferguson, formerly with Aetna Life, has joined the research division of L.I.A.M.A. as a research associate. His first assignment will be to work on problems involved in selecting agents, assistant managers and managers for combination companies.

From 1939 to 1943, Dr. Ferguson taught psychology at the University of Connecticut. From 1943 to 1951 he was with the field training and field management division of Metropolitan Life and in 1951 he joined Aetna Life. Also, for a number of years Dr. Ferguson was with Life Office Management Assn. While with Metropolitan and Aetna Life, Dr. Ferguson served on L.I.A.M.A.'s research advisory committee.

Pa. to Crack Down on Brokering Among Agents

HARRISBURG, Pa.—The Pennsylvania department has notified life companies that it intends to crack down on the "looseness" of agents dealing with producers who are not licensed as brokers and who are not licensed by the agent's own company.

This so-called brokerage business, the department said, will be regarded as a violation of the law if the producer is not licensed as an agent prior to the acceptance or processing of any life insurance application.

In a notice to all life companies doing business in the state, Commissioner Leslie said, "it has come to be the practice not to require a license as agent of the issuing company until it comes time to pay commissions.

"We have discussed with representatives of the life insurance industry the advisability of amending our statutes to permit the licensing of duly qualified life agents as life brokers. We found industry opposed overwhelmingly to the suggestion."

In the future the department will consider the general agent or manager, and his company, as well as the producer, in violation of the agents' license statute, when the so-called "brokerage"

producer is not licensed as agent prior to the acceptance for processing of any life application.

At the same time the department notified all insurers that its agents' records systems are being mechanized and companies will no longer be required to submit lists of their licensed agents.

O'Connell Appointed First Deputy in Massachusetts

Thomas H. O'Connell, who has been with the Massachusetts department since 1918, has been appointed first deputy commissioner by Edmund S. Cogswell, who himself was named commissioner only a week ago. Mr. O'Connell was formerly second deputy commissioner supervising fire rates. He started with the department as a clerk and later was an examiner, becoming third deputy in 1933 and second deputy in 1938. He started with the state 43 years ago with the old Massachusetts Highway Commission.

\$396,000 for Mich. Dept.

LANSING—The Michigan appropriation bill for regulatory agencies for 1953-54 fiscal year allows the insurance department \$396,719, of which \$129,775 would be "restricted revenue" representing the revolving fund for examinations. The bill sets up a \$9,000 salary for the commissioner and would provide \$327,219 for other salaries and wages. An allowance of \$10,000 is made for auditing annual statements.

Back of the Name

Lutheran Brotherhood

★ STANDS

The C. O. LeRud Agency located at San Francisco, California. During the past year the LeRud Agency put in force \$2,244,795 of new business. All salesmen of Lutheran Brotherhood work with liberal first-year commissions, vested renewals, and special incentives for quality and persistency of business. It really pays to be a "Life Career" sales leader with Lutheran Brotherhood.



C. O. LE RUD
San Francisco

\$245,383 members insured for \$420,186,878.00. If you are Lutheran, there is a successful "Life Career" for you, too, as our sales representative to all Lutherans in your local area. Address your letter of inquiry to Superintendent of Agencies.

This Is YOUR Life Insurance Society

LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS
608 Second Ave., So., Minneapolis 2, Minn.

Eligible For Life Insurance Company Investment Under the Laws of the State of Texas

BROADWAY PLAN BONDS



SAFE
SOUND
1.5% INTEREST
PAYABLE
SEMIANNUALLY

16 YEARS EXPERIENCE
OVER 300 CHURCHES
NEVER A DEFAULT

HELP BUILD Churches NOW!
BROADWAY PLAN
419 San Jacinto Blvd.
HOUSTON, TEXAS

Berkshire, Pacific Mutual Hike First Year Commissions

First year commissions on life business have been increased by Berkshire Life and Pacific Mutual Life.

Berkshire's increase becomes effective April 20, virtually the earliest possible date to adjust commissions in New York as provided for by recent amendments to section 213 of that state's expense limitation law. Under the new scale, which provides a graded 55% maximum, all agents, brokers and general agents will receive identical basic first year commissions.

The higher compensation for all Pacific Mutual agents produces, in effect, a 60% graded commission scale and is retroactive to April 1.

An innovation of the new Berkshire plan is the use of \$100 of annual premium to distinguish between large and small policies rather than the conventional \$5,000 volume. Policies of less than \$100 of annual premium, including all benefits and riders, will carry commission reduction of only 2½% instead of the usual 5% lower commission rate applied to small policies.

Heretofore, Berkshire operated under a plan providing that a portion of the first year gross commission is paid to the general agent as an overriding for management compensation. The new plan establishes a liberal percentage figure which applies to all new life premiums.

In announcing the new commission scale, President Harrison L. Amber stated that Berkshire feels the first year management compensation is more properly identified as development allowance rather than overriding, since the intent of the law revision seems to be to reward that general agent who builds men rather than to increase the compensation of the personally producing general agent and the Berkshire is following that principle.

Peter J. Panno President of La. Insurers Conference

Peter J. Panno of Atlas Life was elected president of Louisiana Insurers Conference at the annual meeting at Edgewater Park, Miss. First vice-president is O. A. Oubree of Evangeline Life; 2nd vice-president, C. J. Eagan, Jr. of Fred Leitz Life; and secretary is John T. Reynolds of Delta Life.

Commissioner Martin of Louisiana, who is president of N.A.I.C., addressed the opening session and noted the expansion of industrial insurance in Louisiana since 1944. He told of the growth in number of policies, insurance in force and number of policyholders and the increases in assets and policyholders' reserve.

Frank Purvis, assistant general counsel of Pan-American Life, gave a talk covering such matters as conversion to old line legal reserve insurers, underwriting, policy loans, agents' training and selection. The second day there was a round table discussion conducted by a panel of four with Mr. Eagan as moderator.

Hear Panel at Indianapolis

The will approach and life insurance for tax purposes are two factors in drawing the estate owner into an estate planning interview, concluded the panel of three experts which discussed estate planning at a meeting of Indianapolis Assn. of Life Underwriters.

William Wildman, manager, Acacia, Indianapolis, moderated the panel consisting of Harlan Livengood, treasurer, Citizens National Life; Robert Girk,

attorney, and John Zuber, vice-president of American National Bank, Indianapolis.

Mr. Zuber pointed out that the trust officer can help the agent most in cases in which the individual is mildly interested, but needs more information or selling to take action; where the attorney or CPA are not well informed on estate matters or are uncooperative, or where the estate situation involves practical problems.

Mr. Livengood said the job of the agent is to sell the accountant. He suggested the prospect and client see the CPA together and discuss the problem.

"If the agent can sell the case to the accountant, trust officer, or attorney before bringing the prospect in, he should," Mr. Girk advised.

Little Rock Managers Elect

Little Rock Managers Assn. has elected Edwin L. Baxley, of New England Mutual, president; Herbert L. Tinson, Prudential, vice-president, and J. B. Conway, Equitable Society, secretary-treasurer.

The Larkin agency for Phoenix Mutual Life at Charlotte, N. C., will move to new quarters at 1524 South boulevard at the end of the month.

Harvey Combs Succeeds Gentry as Ark. Commissioner

U. A. Gentry has resigned as Arkansas insurance commissioner. The announcement was made by Gov. Cherry, who immediately named Harvey Combs, Little Rock attorney, as Gentry's successor. The governor also announced that Gentry would become attorney for the Arkansas public service commission.

Reports of Gentry's resignation and Combs' succession had been current since the recent Arkansas legislative session when Combs served as secretary of the senate.

The governor said that Gentry had agreed to take the job of insurance commissioner temporarily, and only a short time ago stated that he expected the resignation any time.

Mr. Combs on April 15 retired officially as an attorney for Missouri-Pacific Railroad after 31 years with that company. For 27 years he had served as secretary of the Arkansas Democratic state committee under seven administrations. He graduated from

Cumberland University law school, and was chief clerk of the Arkansas house in 1915, 1917, 1919 and 1921. He went into private practice of law at Little Rock in 1922, where he has represented Missouri-Pacific ever since. Mr. Combs ran for lieutenant-governor in 1937, but was defeated.

LOMA Moves Into 30th Year with Record Enrollments

Life Office Management Assn. has moved into its 30th year with 309 life companies enrolling 5,881 employes for 10,370 L.O.M.A. institute examinations. The company and employe figures are new marks for the association.

Examinations will be held May 4-9 at 493 testing centers.

N. C. Assn. Advanced Institute

Under the sponsorship of North Carolina Assn. of Life Underwriters, the faculty of Southern Methodist institute will conduct a two-week institute for advanced life underwriting at University of North Carolina.

The first session July 13-17, will cover formula programming and timely sales ideas, and the second week, July 20-24, business insurance, taxes, estate planning.



Continental Assurance strives in every way to ease the producer's task by eliminating complications. Our representatives, for example, enjoy the simplest weight table in use today. Here it is in its entirety; you be the judge.

A small thing, perhaps, but it is typical of innovations and procedures which have helped Continental Assurance to establish a record of progress with few if any parallels.

Continental Assurance Company Chicago 4

Associates:
Continental Assurance Company
Transportation Insurance Company
United States Life Insurance Company

CAC'S WEIGHT TABLE		
Height	Average Weight lbs.	Rate Table A If Weight Is
5' 0"	130	175
2	136	185
4	142	195
6	150	205
8	160	215
10	170	225
6' 0"	180	235
2	190	245
4	200	255

NOTE 1. Women—consider 2" shorter than men.

2. Underweight—rated if debilitated.

3. 10 year end—credit 10 pounds.

4. 20 year end—credit 5 pounds.

5. Big belly—may debit a table or two.

6. Short lived family history—may debit a table.

7. Substandard A + 10 lbs. = Table B.

+ 20 lbs. = Table C.

+ 30 lbs. = Table D.

P.S. Continental Group Insurance proposals sell . . .
P.S. and you get them fast . . . with binding authority.

Shape Revision of Domestic Company Tax Base in Wis.

The bill in the Wisconsin legislature to change the tax basis on domestic life companies is making progress. Presently, Wisconsin companies pay a tax on net investment income over and beyond the reserve requirements, on their entire portfolio, in lieu of a premium tax. For the domestic companies other than Northwestern Mutual Life, this produces a tax that is less than the 2% premium tax which is imposed on foreign insurers, but for Northwestern Mutual, it produces a tax that is the equivalent of about a 4% premium

levy. After several amendments, the proposal now is to keep the tax on net investment income but with a maximum that is no greater than the company would pay if it were a foreign insurer.

Would Liberalize D. C. Licensing

WASHINGTON—Rep. Talle has introduced a bill to amend the District of Columbia fire and casualty act so as to permit an agent or solicitor to secure a license to solicit accident and health business here under that act without taking the prescribed examination, if he is licensed under the D.C. life insurance act.

Conn. Mutual Has Meeting for Honor Club Veterans

Connecticut Mutual Life held a three-day conference at the home office for 40 members of the Dependables who have qualified five out of seven years for this company honor organization. Sessions were devoted to panel discussions by company officers who answered questions posed by the agents.

George F. B. Smith, executive vice-president, was moderator of a panel on the company's investment program. He was assisted by Michael C. Dolak, vice-president; David R. McIlwaine and Gaylord C. Weir, financial secretaries; Edwin F. Schwobel, supervisor, bond portfolio; Paul H. Sheridan, mortgage secretary, and H. Martin Tenney, 2nd vice-president, investments.

Another panel discussed, "Issuing Your Policies". Taking part were Dr. Theodore M. Ebers, medical director; Clifford R. Haskins, supervisor of policy issues; Gaylord L. Paine, supervisor of applications; Dr. Henry B. Rollins, vice-president and medical director, and Earl M. Smith, actuarial supervisor.

Questions about policy contracts and agreements were answered by Warren T. Blease, secretary; Daton Gilbert, actuary; Leslie R. Martin, vice-president; and Gladstone Marshall, 2nd vice-president and actuary.

"Selling with Connecticut Mutual Tools," was demonstrated by Royden C. Berger, director of advertising; William L. Camp, III, supervisor of publications; Robert B. Proctor, assistant superintendent of agencies; and James L. Russell, assistant agency secretary. Selling highlights were discussed by E. A. Starr, superintendent of agencies, and Paul A. Hoeffer, assistant counsel.

Vincent B. Coffin, senior vice-president who organized the Dependables 18 years ago, addressed the banquet.

LICOA Names New V.P.s For Group, A. & H. Life

Life of America at Salt Lake City has appointed three new vice-presidents—Paul B. Castleton, who will supervise the A. & H. department, Maurice L. Hageleen to supervisor of life insurance operations and John R. Walker, who will direct the group division.

In the insurance field for seven years in Utah and Idaho, Mr. Castleton went with Life of America from Benson-Eldredge, Salt Lake City general agency, where he was manager of the A. & H. department. Mr. Hageleen has eight years experience as a general agent, agency coordinator and district manager in Utah and Nevada. Mr. Walker was formerly executive secretary of Utah Teachers Welfare Assn.

Top Mutual Benefit Life Producers Meet in Cal.

The annual meeting of National Associates, top 25 agents and general agents of Mutual Benefit Life, was held Thursday and Friday at Colorado Springs. Harold M. Covert, Jr., Philadelphia, was in charge of the meeting as president of National Associates.

Home Office representatives attending included H. Bruce Palmer, president; John J. Magovern, Jr., vice-president and counsel; Richard E. Pille, vice-president; Charles G. Heitzberg, associate director of agencies; Mildred F. Stone, director of policyowner services, and Dr. J. Randolph Beard, Jr., medical director.

Would Raise Group Ceiling

A bill introduced in the Pennsylvania legislature by Sens. Wagner and Propert would lift the present \$20,000 ceiling on individual coverage by group life insurance to one and one-half of the annual salary of the employee, but not more than \$40,000.

Mail Order Insurers Meet at Chicago May 22

The annual meeting of Assn. of Insurance Advertisers is scheduled for the Palmer House, Chicago, May 22. This embraces the companies that mainly work through direct mail solicitation and that have a pact with federal trade commission. Wendell Berge and Alvis Layne, the counsel, will attend from Washington and there will probably be a speaker from FTC. J. F. Kutak of Guarantee Reserve Life of Hammond, is president.

Iowa Assn. Plans Annual Meeting, Sales Congress

Four life insurance men and a college president will take part in the annual meeting and sales congress of Iowa Assn. of Life Underwriters at Des Moines, May 22-23. R. L. Short, General Agents & Managers Assn. will be host at a social hour on Friday preceding the annual banquet.

The life underwriters will meet Friday afternoon with the sales congress following Saturday. The Des Moines General Agents & Managers Assn. will be host at a social hour on Friday preceding the annual banquet.

On the sales congress program will be E. G. Flick, special agent at Minneapolis for Bankers Life of Iowa, who will speak on "For Service Rendered"; Horace R. Smith, superintendent of agencies, Connecticut Mutual, "The Excitement of Certainty"; Dudley Dowell, vice-president in charge of agency affairs, New York Life, "A Time to Gather Stones Together"; and David B. Fluegelman, president, National association, "Twenty-one and Sixty-three."

New officers of the state association will be introduced at the luncheon. Samuel N. Stevens, president of Grinnell college, Grinnell, Ia., will address the luncheon on "Basic Elements in the Making of a Salesman."

Iowa A. & H. Sales Congress

Iowa Assn. of A. & H. Underwriters will hold a sales congress at Des Moines May 8.

John G. Galloway, president, International Assn. of A. & H. Underwriters, will speak on "The Challenge." Other speakers will include Tom Callahan, Time Insurance, Milwaukee, "You Can Beat the Law of Averages"; and Carl Lane, agency department, General American Life, St. Louis, "Business A. & H. Insurance."

Ivan L. Mast, Waterloo, is association president.

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The right to reduce your premium any year you cannot keep up your savings — without reducing the insurance.

The right to "borrow" a substantial part of your policy values — without creating a loan or paying interest.

The right to continue your insurance as a Life policy after 20 years, instead of surrendering it as an endowment.

These are cushions any policyowner can appreciate.

"A Star in the West . . ."



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SPECIAL LIFE POLICIES



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XUM

Plan Further Equitable Life of Iowa Sectionals

The second sectional gathering of the Production and Organization Club of Equitable Life of Iowa has been set for Bolton Landing, N. Y., May 19-21, while the third sectional will be held May 25-27, at Chicago.

The first sectional was completed last week at Santa Barbara, Cal.

Company officials on hand for each sectional will be Ray E. Fuller, agency vice-president; E. E. Smith, and E. E. Cooper, assistant agency vice-presidents; J. R. Ward, superintendent of agencies; A. S. Anderson, agency secretary.

J. H. Windsor, financial vice-president; W. D. MacKinnon, actuary, and W. O. Purdy, associate medical director, also will attend.

The program for each sectional will include joint sessions of the Agency, President's and Organization Clubs for the first two days, and separate gathering of the President's and Organization Clubs on the closing day.

Theme of the meetings is "Key to Security is Key to Success".

Club officers are as follows: Production and Organization—F. L. McCormick, general agent, Des Moines, president, and F. A. Smart, general agent, Detroit, vice-president.

President's Club—F. S. DeBernardi, Oklahoma City, president, and G. R. Baker, San Francisco, vice-president. Agency Club—A. B. Kammerer, Kansas City, president, and R. S. Shaffer, Harrisburg, vice-president.

Sidetrack Bill Halving Insurance Exemption From Mich. Inheritance Tax

LANSING, MICH.—Following discovery by analysts representing Michigan Life Underwriters Assn. that the life insurance exemption from inheritance taxes would be cut in half, two bills setting up estate and gift tax schedules were sent back to committee for burial by the Michigan house.

The bills were purported substitutes for the present state inheritance tax statute. It was found that the insurance bequest exemption under the measures would have been fixed at \$30,000, just half the amount allowed under existing laws.

Iowa Producers Meet

A strong card of speakers addressed the Iowa Quarter Million Dollar club at its annual meeting at Des Moines. Speakers included Joseph D. McTigue, Fort Dodge, Ia., Northwestern Mutual; Hilbert Rust, president of Insurance R. & R; Maxwell Ross, promotion manager, Look magazine; and Herbert Elston, Houston general agent for Minnesota Mutual.

Gerald Malone, New York Life at Ames, was moderator of an "Idea Session."

Train Texas Local Officers

Newly elected officers of local Texas A. & H. associations attended an indoctrination session sponsored by the executive committee of the Texas association at San Antonio. Porter Bywaters, Employers Casualty, and Emerson Davis, Inter-Ocean, past presidents, presided as co-chairmen.

Mr. Davis called attention to the brochure which outlines the duties of association officers, and stressed the importance of a definite goal clearly stated at the beginning of the association year. He mentioned the value of a telephone committee in reminding members of the day and hour of association meetings.

At a directors meeting which followed, L. C. Woodham, Great Ameri-

can Reserve, retiring president, gave a review of the growth of membership in Texas.

The group elected Robert Watts, Pacific Mutual Life, Dallas, a director to succeed William J. Rader, International Fidelity, who has been transferred to Florida.

Edward Speer, Great American Reserve, San Antonio, announced that the next DISC school will be June 8-10 at the University of Texas.

Mutual Benefit Life High

March sales of more than \$27 million set a 108-year record for Mutual Benefit Life. This volume represented an increase of \$2,824,724 over March, 1952.

Sales during the first three months of the year were almost \$5 million ahead of the first quarter of 1952.

Pa. Sales Caravan Route

Pennsylvania Life Underwriters Assn. sales congress caravan will be at Altoona April 29, Lancaster April 30, Allentown May 1, and Wilkes-Barre May 2. Speakers are Charles E. Childs, Minnesota Mutual general agent, Denver; James G. Shuttleworth, 2nd vice-president, Prudential; and Hal L. Nutt, director of the Purdue course. John R. Wink, John Hancock, Reading, is chairman of sales congress committee.

Washington Nat'l Meet for Industrial Agents

Washington National held a four-day convention for its industrial field force at Chicago, with approximately 400 agents participating. Several panel discussions comprised of field men were a feature.

Chairman R. J. Wetterlund opened the program with some remarks concerning the industrial business. President Paul W. Watt commended the industrial department for its part in surpassing the company's goal of \$800 million life insurance in force.

J. B. Blanford and C. H. Kendall, vice-presidents, presided over the convention and directed their remarks towards the future of the combination agent. Of particular interest were discussions on the liberalizing of underwriting practices and the elimination of work for the man in the field.

June Convention for Cal. Assn.

The California State Assn. of Life Underwriters will hold its annual convention June 19-20 at the Mission Inn, Riverside, Cal.

Twenty State Mutual Life general agencies sold a record ordinary volume last year to contribute to the company's production high of \$132 million.

Springob New President of Catholic Family Life

August Springob, executive vice-president and secretary, Catholic Family Life, has been elected president to succeed Rudolph W. Talsky, resigned. Adolph Thoma, an accountant for the company for 38 years, has been appointed secretary and also has been elected to the board. George H. Wheary, Jr., Racine, Wis., industrialist, a member of the board, was elected chairman.

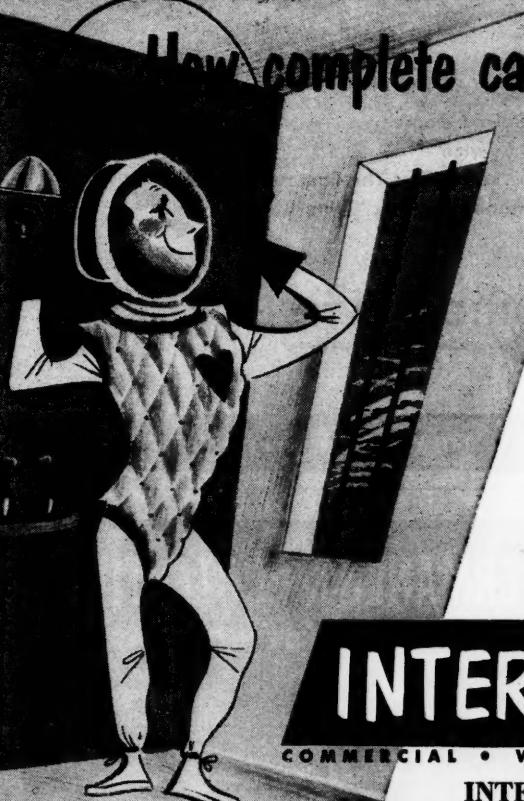
Plan Farm Loan Conference

Managers and assistant managers from four farm loan branch offices of Mutual Benefit Life will hold their annual spring conference at Turkey Run State Park, Ind., April 30-May 2.

H. Bruce Palmer, president, will discuss company policy with particular reference to its farm investment program. Ira S. Hoddinott, vice-president, will discuss the policies of the farm investment department. Lawrence E. DeVore, farm loan manager at Crawfordsville, at the banquet will be honored on his retirement.

M. Albert Linton, president, Provident Mutual Life, was named to the board of Curtis Publishing company.

How complete can personal protection get?



Fencers cover themselves up with all kinds of gadgets . . . they know that unless they have *every* kind of protection, they might as well have none. That's the way modern families are figuring, too. They know they have to have *complete* personal protection. So they naturally turn to the agent who can supply the four types of coverage they need: Life . . . Income Protection . . . Hospital . . . Medical & Surgical Expense. Yes, Inter-Ocean has these four types and others. No wonder agents like to do business with Inter-Ocean!

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our 50th year

CHANGES

Pacific Mutual Transfers Ellis to Succeed Cassidy

Pacific Mutual Life has transferred E. A. Ellis, general agent at Los Angeles, to San Francisco, succeeding H. Kenneth Cassidy, who retires after 22 years with the company.

M. E. Thompson, assistant general agent at Los Angeles since 1949, will succeed Mr. Ellis.

Mr. Ellis joined the company in 1937 and became general agent at Los Angeles in 1941. Mr. Cassidy

went with the company in 1931 as general agent at Houston, and moved to



H. K. Cassidy

San Francisco in 1937. He was formerly vice-president of National Savings Life, 1922-26, and then became manager for Inter-State Southern Life at Wichita, Kan.

9 Life of Georgia Men Shift

Life of Georgia has made changes involving nine field men.

G. L. Jackson, district manager in Aiken, S. C., is now assistant manager of the agency inspection department at the home office. Harvey Lambert, former manager of one of two Augusta, Ga., districts, was appointed field supervisor for an enlarged Augusta territory. Asa A. Daniel, district manager of the second Augusta district, succeeded Mr. Jackson as district manager in Aiken. D. O. Hamby becomes manager of the enlarged Augusta district, and the Augusta division was made a part of the Macon, Ga., division.

M. Drennan Dobbs, division manager in Columbus, Ga., transferred to Jackson, Miss., in that capacity. W. F. Dobbs, Jr., Griffin, Ga., district manager, was named to that post in Panama

City, Fla., to succeed Remus O. Cook, now on sick leave.

L. C. Woodall took over the Griffin district, the division becoming a part of the Atlanta division. W. Cullen Graves, district manager in Thomaston, Ga., was appointed manager at Charlotte, N. C., filling the post vacated by W. M. Murray, who transferred by request to Hickory, N. C., to supervise expansion there.

Mr. Kellner formerly was with the O'Rourke and Daniels agency, Columbian National, in charge of training and promotion of life and A. & H. business.

Blaul Now Pacific Mutual New Orleans General Agent

New general agent at New Orleans for Pacific Mutual Life is Richard F. Blaul. He has been at the home office as director of agency management training for two years.

Mr. Blaul has been in life insurance for 17 years as an agent, general agent and home office executive. He started with Metropolitan Life, and then for

12 years was with Monarch Life, where he was assistant manager of agencies before joining Pacific Mutual.

De Pau Made Florida Manager for Old Line

Robert W. De Pau, Jr., has been appointed state manager for Florida and general agent for the Miami area by Old Line Life.

Mr. De Pau has been with the company some time as agency organizer. Before that for 20 years he was with Prudential, the first eight as an agent and assistant manager at Chicago. In 1941 he was named

district manager at Chicago and seven years later was transferred to Miami as manager.

Penn Mutual School

Tom C. Huff, formerly district manager at Topeka, Kan., for Penn Mutual, has been transferred to Wichita as assistant general agent to succeed Cal Stephenson, who goes to the home office with the general agency training group.

Maurice L. Stewart, Topeka, has been advanced to district manager to replace Mr. Huff. Mr. Stephenson, upon completing his training, will receive a general agency appointment.

Heinen District Manager

Wesley H. Heinen has been appointed district manager for Sheboygan county, Wisconsin, by Woodman Accident and Woodman Central Life, succeeding Carroll Verheist, transferred to the home office.

National L.A. Transfers Guthrie

National Life & Accident has transferred Howard M. Guthrie, district manager at Hammond, Ind., since last May, to Lexington, Ky. Mr. Guthrie joined the company at Detroit in 1923, and became district manager at Gary, Ind., in 1946.

H. N. Jones at Sioux Falls

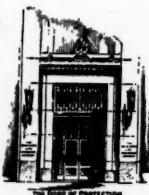
H. Neal Jones, new Northwestern Mutual Life general agent, will be serving in the Sioux Falls, S. D., area rather than at Traverse City, Mich., as erroneously reported in last week's issue.

Mr. Jones has been with the com-

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- Health & Accident
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Claris Adams, Pres.

Frank L. Barnes, 1st V.P. and Director of Agencies

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YOUR OWN COMPANY FIRST . . . THEN

THE

MANUFACTURERS LIFE

1903 • 50 YEARS IN THE UNITED STATES • 1953

pany as an agent at Traverse City since 1946. Before that he was with the company at Grand Rapids, Mich., for six years, except for war service. At Sioux Falls, he succeeds the late Winslow S. Burnette.

Lawrence Now Paul Revere Minneapolis-St. Paul Head

Paul Revere has consolidated its St. Paul and Minneapolis offices, naming Robert S. Lawrence general agent. Except for 18 months of air corps service, Mr. Lawrence has been with the company since 1950 as a field supervisor in the western territory.

Mr. Lawrence entered the business in 1946 as an agent with Minnesota Mutual Life, later advancing to supervisor. He then served as manager for Northern Life of Seattle. Also a veteran of World War II, Mr. Lawrence is a past president of St. Paul A. & H. Underwriters Assn.

Hancock Names Horn at Cleveland

John Hancock Mutual Life has appointed Louis Horn district manager at Cleveland, succeeding the late Herbert H. Ross.

Mr. Horn was formerly assistant manager at New Brunswick, N. J., and before that assistant manager at Elizabeth, N. J. He has been with the company since 1927.

Appoint Springer, Cordiner

Penn Mutual Life has appointed William E. Springer associate general agent, and Paul B. Cordiner district manager at Canton, O.

Mr. Springer, past president of Canton Managers Assn., has been with the company since 1939. Mr. Cordiner joined the company in 1947.

Winston Fliess Is Promoted

Winston S. Fliess, pension and group insurance specialist for Johnson & Higgins at New York, has been elected vice-president of J. & H. He graduated at Trinity in 1927 and then went with Metropolitan Life, later becoming supervisor in the group annuity department. In 1942 he went with Walter Kidde & Co. to engage in employe relations work.

• William Henry Banks has been named field assistant at Lubbock, Tex., for Southland Life. Mr. Banks will recruit, train and supervise field men in Southland Life's Amarillo and Abilene territories. He joined the company from Amicable Life.

Battlefield Victims Younger

Death in battle among American soldiers in Korea is occurring at an earlier age than in World War II, according to the experience among military personnel insured by Metropolitan Life.

About 27% of battle deaths among policyholders were at ages under 20, more than twice the proportion at these ages in World War II; and 17% were at ages 25 and over, as compared with 40% in World War II. Concentration of combat deaths at the younger ages is attributed to the exemption of older men from service because of their participation in the earlier conflict.

"The toll of death from disease is remarkably low," the company's statisticians observe, "considering the poor sanitary conditions in Korea, the severity of the climate, and the relatively large number of men exposed."

COMPANY MEN

U. S. Life Names John Weaver as Executive V.-P.

United States Life has named John Weaver executive vice-president.

Since 1948 he had been general manager for Iowa Life. Before that, Mr. Weaver was assistant general manager for Country Life.

He entered the business about 1928 while a student at University of Chicago, and later, as a Chicago broker, compiled an outstanding record in ordinary and group production.

During Mr. Weaver's eight year tenure with Iowa Life, the company attained more than \$150 million insurance. He is a veteran.

New England Mutual Names Five District Group Heads

New England Mutual Life has appointed district group managers for the following cities: Atlanta, Lyman L. Rogers; Boston, John W. Laffey; Chicago, Richard M. Rohn; New York City, Jason E. Stoughton; Philadelphia, Francis L. Doyle, Jr.

Mr. Rogers was formerly group manager for Liberty Life at Dallas, and Mr. Laffey held the same post for State Mutual Life at Chicago. Mr. Rohn was formerly manager of the group A. & H. department of James S. Kemper Co. Mr. Stoughton had been district group manager for Massachusetts Mutual Life at Pittsburgh, and Mr. Doyle was formerly district group manager for Sun Life of Canada at Boston.

N. E. Mutual Names Russell

New England Mutual has appointed Henry E. Russell, Boston advertising and retailing executive, as research associate in the home office.

Since 1950 Mr. Russell has been executive vice-president of a suburban shopping center in Framingham, Mass. Before that, he was an account executive in Boston and New York with Batten, Barton, Durstine and Osborn, advertising agency.

He is a navy veteran.

Calls for Review of Taxes

The United States should adopt a policy of reexamining all taxes imposed on savings and investments, so as to provide "as great assurance as possible that the process of saving and private investment will function effectively", Donald B. Woodward, vice-president of Mutual Life, stated at a meeting of National Industrial Conference Board at New York City.

National production can continue to be increased, Mr. Woodward said, "if savings and other private investments are continued unimpaired." On the other hand, he said, something that "perilously approaches triple taxation occurs where sometimes the income is taxed in the manufacturing corporation, again in the savings institution, and yet again on receipt by the individual."

• A. R. Glick, in the life business since 1919 and still active at 84 with Wisconsin National Life, recently celebrated his 60th wedding anniversary.

Great Southerners



DR. W. C. GORGAS

Alabama-born, Dr. Gorgas devoted his forty-year career with U. S. Medical Corps to the study of yellow and malarial fevers. Most notable of his achievements was the control of these deadly fevers in Havana (1898-1905); and again in Panama (1905-'14) during the construction of the Canal. Dr. Gorgas' brilliant work has given our generation new freedom from the dread of yellow and malarial fevers.

with a special salute to those

GREAT SOUTHERNERS

who today represent us throughout the great Southwest. By their skilled counsel and competent presentation of the benefits of life insurance they pave the way to personal financial independence for a great people in a great section of our nation. As career life underwriters dedicated to the service of their clients and policyholders, they are Great Southerners of the highest order.



**GREAT SOUTHERN
Life Insurance Company**

HOME OFFICE • HOUSTON, TEXAS

EDITORIAL COMMENT

The Right Man Is Where You Find Him

For the second time in two years the National Assn. of Life Underwriters faces the difficult and important job of finding a new managing director. In one way, the problem is easier than it was two years ago, for the association has behind it the decision to raise the salary of its chief of staff to a level comparable with what other national insurance organizations are paying.

But in another way the problem is more baffling, because B. N. Woodson's resignation has demonstrated that within any conceivable range of its ability to pay, N.A.L.U. cannot feel confident that its figure won't be outbid

by an exceptionally attractive offer from some life company.

One suggestion that has been advanced is to give the post to a man who has demonstrated outstanding ability as a trade association executive, regardless of whether he knows the difference between a 20-year endowment and 20-year term.

The reasoning behind this is that if the top staff man at N.A.L.U. is a life insurance expert as well as an administrative expert, he is always going to be vulnerable to being lured away by some life company. Of course, if he were really a hot-shot administrator, he

would be vulnerable anyway, despite lack of life insurance know-how, though admittedly not so much so as if he were a seasoned life insurance man.

Such an idea has its attractions, because turnover in the important job of managing director of N.A.L.U. is something that it would be desirable to avoid—though there are those who take the view that it is better to have the services of a top-grade man, albeit temporarily, than one whose talents are not such as to make him the target of tempting offers.

The question really seems to come down to this: Would it be possible to find a man who is truly outstanding in the abilities that N.A.L.U. wants in its managing director and yet who is sufficiently lacking in other phases of his makeup so that life companies are not likely to outbid N.A.L.U. for his services?

Obviously, life insurance know-how is not something that should lightly be brushed aside. The fact that Mr. Woodson and his two predecessors were active practitioners of life insurance has been a decided asset. Not only were they able to speak from the rostrum with authority on life insurance matters, but their intimate knowledge of the life insurance business made it easy for them to understand many situations that a stranger, no matter how

able, would have had to spend considerable time just learning about.

Based on past performances, the odds would seem to be that the eventual selection will be a man from the life insurance business. Yet, it is conceivable that the choice would be a man with such outstanding qualifications as an administrator and particularly as a dynamic leader that he would be the choice despite the complete lack of any life insurance background whatever.

It will be recalled that when Grover Cleveland became head of the Assn. of Life Insurance Presidents, predecessor of the Life Insurance Assn. of America, he had no life insurance experience. But he was a personality of such importance that lack of life insurance experience was no handicap. This is not a suggestion that the N.A.L.U. selection committee start interviewing former Presidents of the United States for the managing director job, but the A.L.I.P.'s early experience indicates that when an outstanding man is wanted, he may have sufficient other qualifications to outweigh a complete lack of knowledge of the life insurance business.

As we said earlier, the chances are that the best qualified man will be one with a life insurance background. But it would seem worth while to keep the search on a sufficiently broad basis so as not to rule out a superbly qualified man without experience in the field.



ATTENTIVE LISTENERS AND EARNEST SPEAKERS SHOWN AT THE N.A.L.U. MIDYEAR MEETING AT CHICAGO:

Top panel, left, is Philip A. Hoche, whose sport shirt supplied a touch of color at the open session of the trustees. Mr. Hoche, who is general agent of Kansas City Life at Orlando, is president of the Florida association. Top, right, is A. J. Nussbaum, Massachusetts Mutual, Milwaukee, presiding at the agents' forum. Mr. Nussbaum is chairman of the agents' committee, which has the forums as one of its activities.

In the next panel are shown three elder statesmen and past presidents of N.A.L.U. at the open session of the board of trustees. From left, Stanley Edwards, Aetna Life, Denver; Julian S. Myrick, retired vice-president of Mutual Life, New York City, and Lester O. Schriver, Aetna Life, Peoria.

Shown at the rostrum in the bottom panel are President David B. Fluegelman (left) of N.A.L.U. and Managing Director B. N. Woodson.

PERSONAL SIDE OF THE BUSINESS

A plaque was presented to M. A. Hyde, vice-president and secretary, Security Mutual, on his 35th anniversary with the company. The presentation took place in the office of President T. A. Sick.

Henry S. Beers, vice-president of Aetna Life, observed his 30th anniversary with the company. Mr. Beers was named assistant actuary in 1924, associate actuary in 1925, and vice-president in 1937. Mr. Beers is a fellow of the Society of Actuaries and a member of the joint group insurance committee of L.I.A.M.A. and American Life Convention.

Charles E. Becker, president of Franklin Life, is due back at his office next week after a sojourn of several weeks at his winter home at Palm Springs, Cal.

Frank Post, veteran associate editor of the National Underwriter, is at Passavant hospital, Chicago, recovering from an operation.

J. Thor Wanless, who left office as assistant insurance director of Illinois, is taking a three weeks trip to Jamaica.

J. B. Greenfield, chairman and founder of Continental American Life, was feted at a Dallas gathering marking the company's first anniversary and Mr. Greenfield's birthday. Speakers

on the occasion were President Spurgeon Bell and Mayor Roy Hofheinz. Samuel Bloom, company director, was host at the gathering attended by a number of civic leaders, company officials, employees and their wives.

Frank B. Jacobshagen, vice-president and secretary of Farmers & Bankers Life, has been named chairman of the Better Business Bureau committee of Wichita Chamber of Commerce. Strong Hinman of Brady Co., Inc., agency heads the City Beautification Committee.

Vincent W. Edmonson, vice-president of Manhattan Life, completed 25 years with the company. His entire business career has been spent in the life insurance business. He received his early training with Scottish Metropolitan Life in London and in 1918 joined Western Union Life. He joined Manhattan Life as superintendent of field service, and in December, 1940, became assistant to the president. He was elected agency vice-president in September, 1945, and in August, 1950, was elected vice-president.

Tikayu Tnat Agsorn, who is in charge of the department of commerce and registration of Thailand, which includes the supervision of insurance, attended the zone 4 meeting of N.A.I.C. at Chicago this week and was intro-

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LIFE INSURANCE EDITION

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ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

Editor: Robert B. Mitchell
Associate Editors: John C. Burridge, Charles C. Clarke and F. A. Post.
Assistant Editors: Ellsworth A. Cordesman, William H. Faltysek and Warren Kayes.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgemuth, News Editor; Roy Rosengren, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwest Manager.

DETROIT 26, MICH.—1102 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

Executive Editor: Levering Cartwright.
Production Manager: Robert J. Lynch.
Teletype CG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9151. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

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duced at the opening plenary session. He has been in the U. S. about four months and will be here another two months studying insurance supervision and other matters under his wing at home. He went on from Chicago to visit the Iowa insurance department and then he goes to Washington.

DEATHS

GEORGE C. FRENCH, 42, president of Bankers Mutual Life of Freeport Ill., died at St. Francis hospital there following a heart attack. Mr. French had been in insurance for about 24 years, starting in high school by working in the summer months at the home office of Franklin Life. He was for a while with the actuarial department of Abraham Lincoln Life, then went with H. N. Bruce, consulting actuarial office of Springfield and Peoria, as assistant actuary, and from there joined Alliance Life, handling actuarial and reinsurance duties when its home office was at Peoria. He became an actuary of Bankers Mutual in 1937, later advancing to secretary-treasurer, 1st vice-president and then president.

J. SIDNEY BURKHART, 39, district manager for National Life & Accident at Knoxville, died in a Nashville hospital where he had been transferred by plane ambulance when he developed meningitis. He had been with the company 17 years.

FRANK S. HUGHES, JR., 42, vice-president of Credit Life, died at Lancaster, Ky.

JAMES W. KENDRICK, 60, vice-president of Coastal States Life, died in Atlanta. He had been with the company since 1940.

GEORGE N. FRINK, 94, pioneer Des Moines insurance man, died at Iowa Lutheran hospital in Des Moines after a three-year illness. Mr. Frink, who entered the business in 1899, was president of the Brotherhood of American Yeoman from 1917 until 1925. The company was later changed to the American Mutual Life.

CHARLTON E. MEYER, 56, vice-president of Lee National Life, died at Shreveport, La.

JOHN S. PRINTY, former manager at Rochester for Prudential, died there.

Brown, Judson, Zalinski 2nd V.Ps. N.Y. Life

Appointment of three New York Life assistant vice-presidents to 2nd vice-presidents was reported in last week's late news bulletins. The three men are R. Manning Brown, real estate and mortgage loan department, who joined the company in 1951; Everett G. Judson, who joined the company in 1938 and now is in the investment department, and Edmund L.G. Zalinski, agency department, who originally went with New York Life as an agent in 1938.



R. Manning Brown



Everett G. Judson



E. L. G. Zalinski

Dingman Warns Against Underselling Prospects

Dr. Harry Dingman, vice-president and medical director of Continental Assurance, scolded agents because too often they undersell their clients. Speaking at a Northern New Jersey Life Underwriters Assn. luncheon, he said the clients thus seek additional coverage elsewhere. To avoid this, he suggested the agents set their sights high and let the prospect cut the amount down to his size.

Dr. Dingman, who is author of "Risk Appraisal," said that the agent who sets his sights too low will find himself losing big sales. When a policyholder is found to be purchasing life insurance from another company, it may be a sign that the agent has undersold his prospect and missed an opportunity to sell more insurance.

Agents must compete with the grocer, the butcher and Uncle Sam for a place in the prospect's budget. This requires salesmanship and a convincing argument, he said.

The agent must budget his time correctly because if he is earning \$20,000 a year, that is \$10 an hour at 40 hours a week. If he worked 60 hours, his income should jump to \$30,000 a year. Also, he said he doubted if it paid an agent to sell a reluctant prospect because the time he spent selling the reluctant prospect could probably be spent selling two interested prospects.

Wasted time is involved in handling

substandard risks. It is often unprofitable work because the time spent in placing a substandard risk is not always repaid in the commissions received.

Dr. Dingman advised, "Get the money with the application." This saves time, clinches sales and avoids troubles. As an illustration, he mentioned a 37-year-old executive who died suddenly just after receiving an unpaid policy. The agent received no commission and, above all, the family receive no benefits.

The agent should sell himself to the client as a counsellor because it will enlarge his horizon, he said. Through wise and courteous service, the clients will probably show their appreciation by becoming active centers of influence.

Kenneth Whinney, John Hancock, was elected president; Stanley Aquilino, Metropolitan, vice-president; Peter Daly, Bankers National Life, 2nd vice-president; Joseph Karabaniak, Manufacturers Life, treasurer; Mary McKeon, Prudential, secretary, and Edward A. Jahn, Connecticut Mutual, National committeeman.

E. W. Pfafflin Is New Chief Deputy in Indiana

E. W. Pfafflin has been promoted to chief deputy of the Indiana department. He succeeds Harold V. Whitelock, who has been made a chief deputy in the attorney general's department. Mr. Pfafflin has been in the department several years and most

A. & H. Cancellation Bill by N. C. House

The North Carolina house has passed and sent to the senate the controversial A. & H. cancellation bill. It provides that a 30 day notice of cancellation must be given to the insured after the policy has been in effect for one year; three months after two years; six months after three years, and nine months after four years, with periods of notice increasing to a maximum of five years.

This bill, when originally introduced, was killed by the house insurance committee, but a minority report brought it back to the floor and it was referred to the judiciary committee, which gave it the green light. Commissioner Waldo Cheek backed the measure, but he was accused by some of the legislators of prompting opposition from the insurance companies.

The bill exempts non-profit associations, such as Blue Cross, but an amendment states that Cheek can enforce the laws pertaining to them. During the hearings, Mr. Cheek was quoted as saying he would regulate non-profit groups as regular insurance companies are regulated.

James W. Ross New Chief Deputy in Illinois

James W. Ross is the new chief deputy of the Illinois insurance department. He attended the zone 4 meeting at Chicago this week. He is thoroughly at home in the department as he served there for eight years, his period there ending in 1951. He had a number of assignments, including policy examination work and deputy. He entered the insurance business some 30 years ago at Pekin, Ill. and then for a number of years was with Mutual Benefit Life at Peoria. He was very active in the affairs of Illinois Assn. of Life Underwriters and is a former president and secretary of that organization. He was influential in legislative affairs when the Illinois insurance code was enacted in 1937.

recently has been chief fire rating supervisor.

The new fire rating supervisor is Thomas Mattingly, who has been in the insurance business about 10 years.

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General American Life

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Closer Underwriting Urged for Double Indemnity Lines

(CONTINUED FROM PAGE 1) a stock purchase plan unless a family business is involved. Part of the reason for the doubts in such cases, it was brought out, is that business insurance cases are usually for large amounts, and it is those on which the experience is the worst.

Andrew Webster, Mutual Life, said he was dubious about double indemnity in business insurance cases.

Mr. Carlson spoke favorably for double indemnity on young key men, on the theory that such a man's sudden removal would be more costly to his employer than if there were more advance warning of his impending demise.

Double indemnity on executives traveling abroad presents a special problem, said Mr. Harris. This is not the greater possibility of being involved in accident, though that is a factor, but the possibility that it might be difficult or impossible to determine accurately whether the insured had died a natural or an accidental death.

Mr. Sexton said he thought the answer to the general problem of large amounts of double indemnity lay in concentrating more underwriting talent on these larger cases. He indicated that the underwriting of these cases has been fairly casual.

In the salary allotment discussion, Mr. Carlson stressed its place in doing a job for the man of modest income, who can handle a premium a lot better on a monthly than an annual basis. He pointed out that if telephone companies charged \$60 or \$70 annually there wouldn't be anywhere near as many phones in use as there are. He said that in about half of Continental's salary allotment death claims "our draft is the only one going to that family." Continental charges a monthly premium of one-twelfth the annual rate.

William Walsh, Equitable Society,

said his company is again making an organized effort to get this type of business. He said both the not-taken and lapse ratios are better than on quarterly and regular monthly business. Equitable charges 3% less than the regular quarterly rate. Mortality is satisfactory. The increase in new business has been better than in regular monthly. Rules are the same as for regular ordinary, the same minimum amounts and the same non-medical rules. He stressed the social responsibility involved in promoting salary allotment insurance, which Equitable calls salary savings.

Equitable's rule is that there must be at least 12 employees, at least 10 must qualify for the plan and participate in it. One problem is that some employees lapse or quit the company and additional employees are hired but don't go under the plan. If the number of participants falls below the minimum, the case is kept going unless complications develop, in which case the policies go on the regular monthly ordinary basis.

Many employers pay 25% of the cost of the plan, some even 100%, although some of the very largest employers pay nothing.

Mr. Carlson said Continental Assurance warns the agent when the case is getting close to the minimum number of participants. The agent gets busy and insures some more employees and often brings the case up to more participants than it had in the first place.

In the discussion on term insurance, Mr. Sexton said that Connecticut General sells about 35% of its ordinary business on the term basis, will issue substandard up to 250% of standard. The company concentrates on converting term and about 52% is converted. The actuaries are satisfied with the rates. Mortality is a little higher than on ordinary and the term rate is loaded to take care of the extra mortality due to the conversion privilege. If the company likes the risk it will issue as much term as ordinary life, its view being that if a risk is speculative it is still speculative no matter what plan it is issued on.

However, Mr. Harris pointed out that with the same premium a speculative buyer can get twice as much as ordinary life. Mr. Dodd said Connecticut Mutual doesn't feel it is getting burned, though it does consider that big term cases are hazardous.

Walter Mengen, Lincoln National, brought up the problem of compensating the agent who writes a great deal of term insurance. He said some very big writers are earning a very little money.

Mr. Sexton said all Connecticut General's production club qualifications are based on commissions. He considers this the soundest basis.

The panel on juvenile, preferred risks, and disability had as moderator Harry F. Gundy, Sun Life of Canada, members being David P. Cartwright, Minnesota Mutual, Gerald G. Daly, Canada Life, Paul K. Frazer, Northwestern Mutual, and Edward H. Sweetser, New York Life.

Mr. Frazer said he found it hard to justify the acceptance of large juvenile lines. It's buying a pig in a poke, he emphasized, for there's no way of telling what the youngster will grow up to be.

Ross Moyer, John Hancock, said his company has no upper limit on juveniles. He said usually the insurance is taken for tax reasons, but the real problem is the relationship of the

—more than a financial report... it's a Silent Salesman

IN PREPARING the Annual Report being distributed in our Seventy-Fifth Anniversary year, we wanted to do more than just report the financial operations for the previous twelve months. We felt that we had a story to tell that extended beyond the realm of mere statistics.

We wanted to show the record of our progress in terms of benefits to certificate-holders and to the public. In addition, we felt it should be a piece of literature through which our agents could effectively present the facts concerning their society and the benefits provided in our insurance plans.

We believe this has been accomplished, to a marked degree, in our Annual Report for 1952. We will be pleased to send a copy to anyone who is interested.

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amount on the child to the coverage on the parent. If the child is under age 10, the Hancock insists on the parent's carrying at least three times as much as on the child. This results in a good many complaints from the field.

Douglas Craig, Metropolitan Life, said his company starts off with fairly low limits and grades up by age, but there should be a real insurable interest and he expressed doubt that there is a genuine insurable interest to the extent of \$50,000 or \$100,000 in a child of five.

A. H. McAulay, National Life of Vermont, said it was advisable to take the larger juvenile cases as a means of raising the otherwise expensively small average of such policies. Exclusive of the larger risks, he said National's average would be only \$1,100. However, Mr. Webster said it was Mutual Life's experience that lumping in the bigger juvenile cases raised the average only from about \$1,100 to about \$1,250.

Mr. Daly said his company requires a medical examination up to age 5 but in lieu of it an attending physician's report is acceptable, provided the doctor has seen the child within the previous two years. The worst underwriting problem is poor environment.

Mr. Cartwright said Minnesota Mutual had found by survey that the inspection cost is about the same as the extra mortality incurred by not inspecting but it was thought best to get inspections and the company is still doing so.

T. K. Dodd of Connecticut Mutual said he thought inspections are more important on small cases than large ones, because the small cases are more likely to be the ones where bad environment would crop up.

Mr. Cartwright said Minnesota Mutual won't issue on adopted children until final adoption papers are signed. Mr. Gundy said Sun Life has had some policies returned for cancellation when children returned to where they were adopted from.

The "junior estate" or "junior adjustable" type of policy—also known informally as "jumping juvenile"—which increases five-fold when the youngster reaches age 21, came in for some discussion. Mr. Daly said Canada Life bases underwriting on the pre-21 amount but also keeps the eventual amount in mind and closely scrutinizes the family background, as a precaution against anti-selection occurring at age 21.

When the discussion turned to preferred risk policies, Mr. Dodd expressed strong opposition to them, asking why the ordinary life buyer should be eligible for this treatment and not the man who buys 20-payment life.

Mr. Harris said that in setting the rates for such policies the saving comes largely from larger minimum size and only to a small extent from mortality. He said State Mutual is "on the verge" of taking the selection factor clear out of the rate, increasing the minimum size from \$5,000 to \$10,000 and basing the difference in rate entirely on the larger minimum amount. He indicated that this course would eliminate the problem of agents seeking reconsideration of applicants to get them reclassified as preferred risks, in cases where denial of preferred status was due to underwriting considerations.

In the disability discussion, Mr. Sweetser said New York Life believes there should be a reasonable relation between premiums waivable and earned income. For example, the company

Neb. OK's Credit Cover; Colo. Bill Is Vetoed

A bill has been passed in Nebraska authorizing small loan licensees to sell and make an extra charge for credit life and credit A. & H. insurance. The loan companies in Nebraska had been selling this previously, but there had been no specific legislative authority for it in the past.

A bill in Colorado to effect the same purpose was vetoed by Gov. Thornton. This was an omnibus bill and had other provisions as well.

In South Dakota, which previously had lacked legislation on the subject, a small loan law was passed giving licensees authority to make loans up to \$2,500. This allows the lenders to operate a general insurance agency. Credit life and credit A. & H. insurance is barred on loans up to \$300. By implication, such insurance seems to be permissible for loans from \$300 to \$2,500.

In New Mexico there has been a conflict of authority between the banking and insurance commissioners on certain aspects of small loan business and a hearing was scheduled this week to clarify the situation.

March Best for Manhattan Life

A one month's record for ordinary paid-for business was set by Manhattan Life in March with \$7,193,459. The best previous month was December,

recently refused waiver of premium on an independently wealthy man who had a \$12,000 earned income and wanted the premium waiver provision on insurance carrying a \$9,500 annual premium.

Mr. Daly said there could be selection against the company in cases of wealthy men with large incomes in proportion to their earned incomes, since they could afford to forego the earned income in order to make a disability claim.

Mr. Cartwright said Minnesota Mutual is now issuing premium waiver automatically and has found it helpful in many respects. The company is also now issuing \$10 per \$1,000 disability. Disability must occur before age 55 and there is a special provision that matures the policy as an endowment at age 65 and the company is off the risk, both life and disability, from then on.

The presidential address of Marshall Cleaves and the talk given by Dr. J. Randolph Beard, Mutual Benefit Life, are reported elsewhere in this issue. The speeches of Eugene M. Thore, general counsel of Life Insurance Assn. of America, and A. H. McAulay, National Life of Vermont, were reported in last week's issue.

The occupational committee heard talks on the abrasives industry, atomic energy developments, the chemical industry, potash mining, and the influence of occupation on health. Paul Shea, Penn Mutual, presided. Following this the industrial underwriting session was held, with George L. Knowles, Home Life of Philadelphia, as chairman. There was a quiz session run by R. G. Demarest of Metropolitan Life.

The 1954 meeting will be held at Hotel Statler, New York City, April 26-28. Richard T. Sexton, Connecticut General, will be program chairman.

The slate of officers, headed by John C. Archibald, underwriting vice-president of Bankers Life of Iowa, which was printed in last week's issue, was elected.

1952, with \$6,816,483. For the first three months of 1953, the company did \$17,202,644 of ordinary paid-for business, another record. This was 15% more than the \$14,902,171 secured during the comparable period of 1952.

Collects on Own Policy

New York Life has presented a check for \$1,028.54 to 97-year-old William T. Jackson of Sparta, Wis., who beat the life insurance mortality tables and collected this amount on his own \$1,000 policy.

Mr. Jackson, whose connection with New York Life goes farther than just policyholder—he represented the company as an agent 60 years ago—was presented the proceeds of the policy by Robert F. Doten.

Mr. Jackson was born in Mineral Point, Wis., April 10, 1855. He had two daughters, one son, and four grandchildren.

• **Edgar A. Levesque**, associate general agent at Newark for John Hancock, is celebrating his 35th anniversary with the company.

• **The National Underwriter Co.** office at Detroit has moved to Room 607 La Fayette building.

Sterling Given Temporary License in Virginia

RICHMOND—Virginia corporation commission has granted a temporary license to Sterling of Chicago to do business in Virginia. The commission last July had revoked Sterling's license for an alleged violation of the insurance laws, and the company appealed to the state supreme court, where its case is now pending. The appeal stayed the commission decision until the case can be decided on its merits.

Chicago Union League Unit To Hear Carpenter

Charles F. Carpenter, secretary of state of Illinois, will be the speaker at the luncheon meeting of insurance group of Union League Club of Chicago May 4. This group is headed by Roy L. Davis of Assn. of Casualty & Surety Companies. He will be introduced by Arthur Bidwill, who is chairman of the Illinois senate insurance committee. It is expected that Insurance Director R. E. Barrett will be a guest.

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- **Superior Accident** — complete accident coverage for men and women
- **Accident Expense** — medical payments for men, women and children
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Buffalo Cashiers Dinner Hosts

The Life Insurance Agency Cashiers Assn. of Buffalo entertained managers

and general agents of member companies at a dinner at which Edward F. Hayes of the Dale Carnegie Institute was guest speaker.



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lid on its
belching chimney
pots.**

But—when the smoke cleared to show a net gain in re-routed heat . . . in reclaimed chemicals . . . in decreased maintenance—industry opened its eyes to further *progress measured by profit*.

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Pertinent Statistics



JANUARY 1, 1953

Insurance In Force	Over \$669,000,000
Assets	Over \$158,000,000
Benefits Paid Since Organization	Over \$ 69,000,000
Certificates In Force	Over 449,000

Aid Association for Lutherans

Legal Reserve Fraternal Life Insurance

Home Office: Appleton, Wisconsin

ACCIDENT

Complete Agenda for A. & H. Bureau Seminar

The full agenda has now been prepared for the educational seminar of Bureau of A. & H. Underwriters scheduled for May 12-14 at New York.

The first day will be devoted to selection of risks, and speaker on that topic will be A. B. Hvale, Continental Casualty. Other speakers and their subjects are: E. Reginald Brock, Great-West Life, "Renewal Underwriting Considerations;" Douglas J. Moe, U. S. Life, "Changing Factors in Occupational Considerations;" Charles E. Stevens, Standard Accident, "The Younger Age Factor," and J. M. Ryan, Metropolitan Life, "Residence Factors." The talks will be followed by a panel discussion of medical underwriting subjects. Acting as panel members will be Dr. R. M. Filsen, Travelers; J. N. Crary, Connecticut General Life; Dr. H. M. Stevenson, Aetna Life, and J. M. Wickman, Mutual of New York.

On the second morning, George L. McDowell, Commercial of Newark, will discuss "Trends in the Franchise Field," and this will be followed by a discussion of legislative and regulatory matters by John F. McAlevey, bureau counsel. This session will conclude with a presentation of a study on "Methods and Procedures" by Robert S. Schoonmaker, Jr., Berkshire Life, and that will be followed by a panel discussion on methods and procedures led by Mr. Moe.

As previously announced, the afternoon of the second day will be devoted to a discussion on non-cancellable A. & H. insurance. On the final day is scheduled a discussion of hospital expense insurance which will be led by William deV. Washburn of American Health. Speakers will be Robert W. Carey, New York Life; Harley W. Duane, Life of Virginia, and Robert E. Ryan, Royal-Liverpool group.

W. J. Merritt Agency Head of Tenn. Life at Houston

William J. Merritt, who recently resigned as a vice-president and director of agencies of Wisconsin National Life, has been appointed to a similar position by Tennessee Life with headquarters at Houston, Texas.

Tennessee Life was formed recently by Tennessee Gas Transmission Co.

Ladies' Day at Chicago

T. J. O'Neil, A. & H. department manager of Central Standard Life at Monmouth, Ill., discussed the new standard provisions law at the April meeting of Chicago A. & H. Assn. This was the ladies' day luncheon sponsored by the women's division, of which Veronica Cardott, Provident Life & Accident, is president.

Elias N. H. President

Phillip J. Elias, Mutual Benefit H. & A., was elected president of New Hampshire Assn. of A. & H. Underwriters at the April meeting at Nashua. He succeeds Albert D. Edgerly, Continental Casualty. Archie Taylor Keene is vice-president and Roger Poirier, Nashua, secretary-treasurer.

William G. Coursey, managing director of the International association, gave a talk on "The Professional Status of the A. & H. Man."

Show Ohio 1952 New Business, In-Force Totals

(CONTINUED FROM PAGE 5)

	New Business \$	In Force \$
Progressive Life (I)	80	8,065
Provident Indem. (I)	249,840	175,020
Provident L. & A. (I)	2,400,440	7,306,596
Provident Mutual (G)	29,329,091	50,522,700
Prudential (G)	9,982,980	88,112,033
Prudential (G)	190,337,437	1,475,790,002
Quaker City (I)	126,677,056	665,751,646
Quaker City (I)	38,893,574	571,495,022
Reliance Life (I)	8,418,380	92,962,318
Reserve, Tex. (I)	394,395	1,526,331
Superior Life (I)	59,176	59,176
Security Benefit (I)	364,250	2,740,731
Security Mut. N. Y. (I)	1,832,252	8,408,005
Service, Neb. (G)	52,000	274,500
Shenandoah (G)	450,754	1,176,812
State Life, Ind. (G)	153,275	3,649,907
State Mutual (G)	534,298	11,093,486
State Mutual (G)	12,989,714	111,746,184
Sterling (G)	14,015,872	30,723,802
Sterling (G)	2,363,470	5,703,449
Sun Life, Md. (I)	30,000	30,000
Sun Life, Md. (I)	3,577,945	18,070,348
Sun Life, Md. (I)	4,607,454	21,323,255
Superior Life (I)	2,950,160	6,367,214
Supreme Liberty (I)	1,426,581	7,034,888
Teachers Prot. (G)	5,438,055	22,138,362
Travelers (G)	40,000	210,300
Union Central (G)	16,316,072	195,805,776
Union Central (G)	89,656,703	519,590,577
Union Central (G)	17,679,873	164,898,362
Union Cas. & Life (G)	258,500	258,500
Union Labor (G)	3,210,000	3,202,500
Union Labor (G)	144,082	786,043
Union Mut. (G)	12,268,500	70,222,000
Union Mut. (G)	1,178,553	7,623,236
United Benefit (G)	9,955,849	55,192,672
United, Ill. (G)	269,000	269,000
United, Ill. (G)	2,531,310	6,736,681
United L. & A. (I)	229,000	862,000
United L. & A. (I)	10,523,983	27,612,303
U. S. Life (G)	223,090	1,305,498
U. S. Life (G)	174,600	1,134,006
Victory Mutual (G)	341,514	2,129,590
Washington Nat'l (G)	4,479,177	24,088,538
Western & So. (G)	706,599	3,124,261
Western & So. (G)	3,568,616	14,199,618
Western & So. (G)	68,504,603	537,512,444
Western & So. (G)	198,628	13,793,968
Wisconsin Life (G)	58,702,772	578,033,636
Wisconsin Life (G)	195,502	861,091
Wdmens. Cen. Life (G)	2,343,176	11,990,533
Wdmens. Cen. Assn. (G)	992,000	998,000
World (G)	440,320	1,061,018
World (G)	1,418,193	7,324,534
Canada Life (G)	521,500	1,510,500
Canada Life (G)	2,740,876	49,106,531
Confederation (G)	385,825	2,486,198
Crown Life (G)	2,387,677	5,326,101
Crown Life (G)	2,263,548	11,804,973
Dominion Life (G)	504,773	282,951
Great-West (G)	6,574,236	28,105,205
Mfrs. Life (G)	968,784	6,363,981
Sun, Canada (G)	3,752,783	25,625,413
Sun, Canada (G)	14,068,812	134,565,179
Total Ord. (G)	26,596,960	76,861,524
Total Group (G)	1,270,400,968	10,556,692,120
Total Indust. (G)	1,021,491,301	5,214,516,082
Total Indust. (G)	301,491,266	2,492,462,498
All Classes (G)	2,653,383,530	18,267,670,700

California Bills Signed

Gov. Warren of California signed a number of insurance bills recently enacted by the legislature.

One of them broadens disability coverage that may be purchased by school districts to allow coverage of students for accidents while at any place as an incident to school-sponsored activities and while being transported to and from such places. It extends amended provisions to private and parochial schools, and authorizes blanket A. & H. insurance for campers under policies issued to the proprietor or sponsor of organized camping institutions.

Another bill allows licensed agents, brokers or solicitors to procure a life license for disability only without taking an examination, and to procure a full life agent license upon being examined only on life insurance.

Another new law does not deprive the insurance commissioner of power to institute or continue and complete disciplinary proceedings in respect to expiration or surrender of license.

All of the bills were sponsored by the insurance department.

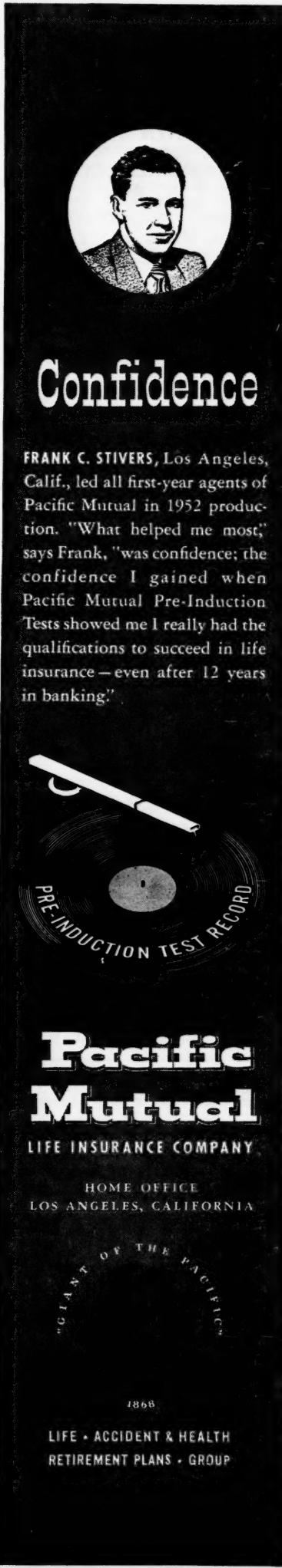
Ohio Insurance Smoker

Walter A. Robinson, state superintendent of insurance, and Allen C. Guy, manager for Western Adjustment at Columbus, O., addressed the annual smoker of Ohio State University Insurance Society on "The Position of the Insurance Consumer."

In-Force Ranking of Life Companies at Year-End Shown

(CONTINUED FROM PAGE 6)

				Total Insurance In Force				Total Insurance In Force
				\$				\$
8,965								
175,030	1953	1952	1943	Boston Mutual, Mass	225,298,339	1953	1952	1943
7,306,596	126	121	102	Industrial	125,145,869	195
50,522,700	127	125	117	Bankers National, N. J.	224,057,181	196
88,112,035				Group	13,790,779			
1,475,790,602	128	123	130	Monarch, Canada	221,082,305	197
665,757,646	129	119	72	State, Ind.	220,449,485			
577,495,822	130	127	200	Savings Bank, N. Y.	215,264,621	198
2,541,389				Group	23,187,750			
92,962,318	131	124	105	Volunteer State, Tenn.	214,500,824	199
1,526,531				Group	37,428,278			
59,176	132	128	198	Monarch, Mass.	208,938,991	200
2,740,731				Group	2,157,000			
8,408,005	133	134	148	Philadelphia Life	186,795,935	201
1,176,912				Group	220,932			
274,500	134	130	113	Amicable Life, Tex.	186,487,014	202
3,649,907				Group	411,673	203
11,093,486	135	131	126	Texas Prudential	181,379,274	204
111,746,184				Industrial	89,701,596			
30,723,602	136	132	139	N. Carolina Mut.	179,166,802	205
5,703,449				Industrial	104,231,311			
30,000	137	151	Group	2,917,331			
18,070,348				World Ins., Neb.	178,464,461	206
21,323,255	138	136	175	Group	23,465,750	207
6,367,214				Reliable Life, Mo.	175,715,566	208
7,034,888				Industrial	145,739,026			
22,138,563	139	133	131	Group	1,365,500			
21,300				Standard, Ore.	175,394,095	209
195,805,776	140	135	114	Amer. Mutual, Iowa	168,647,991			
519,690,577				Group	2,854,500			
14,971,190	141	158	163	Bankers Security, N. Y.	167,788,813	210
15,889,362				Group	145,373,472	211
258,500	142	138	153	Penninsular Life, Fla.	167,454,216	212
3,202,500				Industrial	88,273,214	213
786,043	143	141	115	Federal, Ill.	166,227,149	214
7,623,238				Industrial	3,385	215
7,600,775	144	140	143	Group	15,753,038			
55,192,672				Southern L. & H.	165,084,653			
369,000				Industrial	122,960,378			
6,738,681	145	139	123	Lamar Life, Miss.	162,349,690			
862,000	146	142	129	N. American, Ill.	161,048,759			
27,612,303	147	145	135	Group	2,617,068			
1,305,498				Teachers Ins. & Ann., N. Y.	160,535,250	217
1,134,006	148	159	241	Group	160,532,099			
1,930,200				Pyramid, N. C.	141,814,119			
2,129,590	149	155	229	State Capital, N. C.	158,916,704	218
24,088,538				Industrial	24,031,566	219
3,124,261	150	148	Group	22,527,160	220
14,199,618				Iowa Life	157,247,469	221
537,512,444				Group	570,000	222
13,793,968	151	Home Security, N. C.	157,180,572	223
578,033,638				Industrial	93,355,928	224
86,191	152	Group	767,000	225
11,890,933	153	American General, Texas	156,050,975	226
998,000				Group	286,000	227
1,061,018	154	Old Line, Wisc.	153,469,455	228
7,324,534				Group	223,364	229
1,510,500	155	Amalgamated, N. Y.	149,120,500	230
49,106,331				Group	148,896,750	231
2,486,186	156	Northern, Canada	148,636,829	232
5,326,101				Group	3,249,280	233
11,804,973	157	National Reserve, S. D.	146,601,673	234
282,951				Atlanta, Ga.	143,479,259	235
2,408,772	158	Industrial	110,282,133	236
28,105,205				Nat'l. Life, Can.	143,139,529	237
6,363,981	159	Group	5,349,362	238
26,625,413				Nat'l. Guardian, Wisc.	142,650,096	239
34,565,179	160	Benefit A. of R. E., Ill.	142,447,531	240
76,861,524				Group	115,270,252	241
56,692,120	161	La Sauvegarde, Can.	142,335,294	242
14,516,082				United L. & A.	139,561,120	243
32,452,498	162	Group	156,000	244
67,670,700				Great National, Tex.	139,319,366	245
1,510,220	163	Group	3,789,036	246
1,510,220				Fidelity Union, Texas	137,345,380	247
1,510,220	164	Group	3,064,953	248
1,510,220				Union National, Neb.	134,494,769	249
1,510,220	165	Capitol Life, Colo.	133,326,062	250
1,510,220				Group	31,529,181	251
1,510,220	166	Atlas, Okla.	132,351,335	252
1,510,220				Group	45,253,115	253
1,510,220	167	Security Benefit, Kans.	131,567,432	254
1,510,220				Group	2,063,173	255
1,510,220	168	Missouri Ins. Co.	130,992,371	256
1,510,220				Industrial	74,440,683	257
1,510,220	169	Group	9,651,621	258
1,510,220				Farmers & Traders, N. Y.	129,326,126	259
1,510,220	170	Group	129,046,086	260
1,510,220				Montreal Life, Can.	16,261,862	261
1,510,220	171	Industrial	79,009,138	262
1,510,220				Group	128,071,428	263
1,510,220	172	Continental, Canada	126,948,620	264
1,510,220				Group	196,000	265
1,510,220	173	Constitution Life, Calif.	126,371,258	266
1,510,220				Industrial	9,154,900	267
1,510,220	174	Group	66,530,679	268
1,510,220				Girard Life, Texas	126,273,064	269
1,510,220	175	Group	48,500	270
1,510,220				Provident Life, N. D.	126,181,625	271
1,510,220	176	Group	70,087,797	272
1,510,220				Home State Life, Okla.	126,137,461	273
1,510,220	177	Group	751,000	274
1,510,220				Industrial	125,781,437	275
1,510,220	178	Group	125,475,548	276
1,510,220				Occidental, N. C.	122,384,019	277
1,510,220	179	Ky. Central L. & A.	92,503,434	278
1,510,220				Group	1,419,000	279
1,510,220	180	United Fidelity, Texas	122,136,371	280
1,510,220				Group	828,000	281
1,510,220	181	Sovereign Life, Can.	121,508,827	282
1,510,220				Group	119,433,773	283
1,510,220	182	Farmers and Bankers, Kan.	118,995,079	284
1,510,220				Group	118,518,459	285
1,510,220	183	Supreme Liberty, Ill.	8,401,518	286
1,510,220				Group	471,099	287
1,510,220	184	Presbyterian Min., Pa.	117,571,688	288
1,510,220				Group	116,717,796	289
1,510,220	185	Empire Life, Can.	115,641,402	290
1,510,220				Group	4,398,700	291
1,510,220	186	American L. & A., Ky.	113,232,048	292
1,510,220				Group	112,778,686	293
1,510,220	187	Victory Life, Kansas	112,379,378	294
1,510,220				Group	106,405,389	295
1,510,220	188	Alliance Nationale, Can.	21,525,900	296
1,510,220				Group	105,923,117	297
1,510,220	189	Empire L. & A., Ind.	64,802,870	298
1,510,220				Group	105,443,125	299
1,510,220	190	North American Acc., Ill.	10,378,363	300



FRANK C. STIVERS, Los Angeles, Calif., led all first-year agents of Pacific Mutual in 1952 production. "What helped me most," says Frank, "was confidence; the confidence I gained when Pacific Mutual Pre-Induction Tests showed me I really had the qualifications to succeed in life insurance — even after 12 years in banking."

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TOWNE

Consulting Actuaries

Employee Benefit Plans

RICHMOND ATLANTA

	1953	1952	1943	Total Insurance In Force		1953	1952	1943	Total Insurance In Force
268				47,127,560		351			18,722,796
269				46,961,275		352			18,434,508
270				46,072,622		353			18,328,546
271				44,978,096					
272				2,005,250		354			
				44,943,225		355			
273				26,616,759		356			
				44,194,210					
274				32,451,956		357			
				10,211,370		358			
275				43,999,207					
				37,316,405					
276				43,614,245		359			
				12,237,000					
277				43,458,924					
				37,984,605					
278				42,288,303		360			
				33,988,145		361			
279				41,533,968		362			
				456,100		363			
280				41,330,257		364			
				360,650		365			
281				41,318,761					
				36,652,199		366			
282				8,666,562		367			
				39,067,000		368			
283				39,023,399					
284				142,000		369			
				38,393,046		370			
285				37,588,869		371			
286				37,500,832		372			
287				37,144,574					
288				36,618,084					
				1,815,615		373			
289				35,908,553					
290				35,412,460		374			
291				35,335,175		375			
292				35,270,901					
				346,750		376			
293				34,885,596		377			
294				34,859,164		378			
295				34,845,739		379			
296				32,630,939					
				34,641,264		380			
297				332,500		381			
				34,587,278		382			
298				561,700		383			
				34,278,527					
299				2,455,000		384			
300				26,249,365					
				34,273,014		385			
301				34,026,309		386			
				33,851,453					
302				33,801,097		387			
				3,804,000		388			
303				33,381,774					
				3,232,000		389			
304				33,121,577					
				540,000		390			
305				32,791,669		391			
306				32,278,361					
307				32,034,650		392			
				31,455,372		393			
308				31,339,803					
309				20,505,065		394			
				3,629,724		395			
310				31,041,029		396			
311				30,867,099		397			
				23,302,977		398			
312				30,770,752					
313				30,245,474		399			
314				5,718,650					
				29,768,556		400			
315				29,698,157		401			
				29,283,657		402			
316				395,500					
317				29,379,284		403			
318				28,999,942		404			
				28,803,826		405			
319				2,625,340		406			
320				28,697,672					
				28,434,963		407			
321				5,073		408			
				27,119,267					
322				2,456,660		409			
				171,696		410			
323				1,812,000		411			
				26,673,491		412			
324				648,331					
				23,224,181		413			
325				23,260,282		414			
				26,168,077		415			
326				25,749,922		416			
				18,951,180					
327				1,400,500		417			
				12,918,359		418			
328				17,204,143		419			
				1317,500		420			
329				22,473,770					
				22,270,703		421			
330				22,121,496					
				21,431,232		422			
331				12,106,171		423			
				20,442,282		424			
332				1,891,648					
				20,442,282		425			
333				1,891,648		426			
				20,442,282		427			
334				1,891,648		428			
				20,442,282		429			
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				20,442,282					
				1,891,648					

			Total Insurance In Force	1952	1953	1943
Total Insurance In Force	\$					
18,722,796						
18,434,508						
18,328,546						
17,797,532						
*17,691,422						
17,279,132						
*17,213,174						
17,098,369						
16,796,241						
16,766,161						
16,633,438						
16,525,333						
15,828,101						
15,606,454						
15,319,451						
15,110,904						
15,047,074						
15,039,911						
14,810,794						
14,758,622						
14,755,574						
14,448,977						
14,139,845						
13,931,175						
13,833,121						
12,585,204						
12,501,597						
12,474,529						
12,307,562						
12,272,433						
12,147,758						
11,873,290						
11,653,250						
11,528,263						
11,487,799						
11,363,228						
11,197,799						
10,978,884						
10,922,187						
10,842,314						
10,739,216						
10,660,200						
10,626,866						
10,588,021						
10,564,469						
10,558,403						
10,432,567						
10,393,032						
10,306,426						
10,109,128						
10,044,358						
9,881,028						
9,698,652						
9,641,325						
9,575,607						
9,533,656						
9,513,000						
9,483,691						
9,449,237						
9,418,461						
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Washington Area Picked for NALU Headquarters

(CONTINUED FROM PAGE 1)

ington location is that it will permit NALU to have the full-time Washington representation it is so much in need of without going to the expense of having a separate Washington office and staff. It was strongly emphasized at the midyear meeting in connection with NALU's growing interest in federal matters that the association cannot

go on leaning so heavily on the Washington office of Life Insurance Assn. of America and American Life Convention.

During the midyear meeting, there was considerable feeling that Washington might be the compromise choice when all the pros and cons were added up. There was strong sentiment for a midwestern location but nothing like unanimity on what city should be chosen. A number of associations worked valiantly to bring the head-

quarters to their respective cities but nobody was much interested in a city other than his own.

There was no dearth of contenders for the honor of being the headquarters city. There were so many that when the trustees listened to the invitations the day before they made their decision the speakers were limited to 10 minutes each.

With three years in which to adjust itself to the prospect of moving to another city, NALU headquarters op-

erations appear to face no disruption of any consequence. For executive personnel and others who will make the move when the office moves, it will be a different story, though much the same as what goes on in big corporations, including life companies, as a fairly regular thing.

With NALU, of course, goes Life Underwriter Training Council. The current practice is to have the managing director of NALU act as managing director of L.U.T.C. as well. L.U.T.C. has particularly close contact with L.I.A.M.A. at Hartford. Washington isn't as handy to Hartford as New York City is, but it's a good deal closer than a midwestern location would be.

The selection committee is headed by Charles E. Cleeton, Occidental of California, Los Angeles, immediate past president. Other members are Julian S. Myrick, New York City, retired vice-president of Mutual Life; Grant Taggart, California-Western States Life, Cowley, Wyo., and Herbert A. Hedges, Equitable of Iowa, Kansas City, all of whom are past presidents of NALU, and B. N. Woodson, managing director, ex-officio.

Baxter Joins Illinois Department as Examiner

Eugene F. Baxter, recently of Chase Conover & Co., consulting actuaries at Chicago, and formerly controller of Reserve of Chicago, has joined the Illinois department as an examiner.

Mr. Baxter has served as vice-president and controller of Secured companies, Indianapolis, and controller and assistant treasurer of Manufacturers & Merchants Indemnity, Cincinnati.

He was also for 10 years with Joseph Froggett & Co., as assistant manager in charge of fire and casualty examinations at Chicago.



Complete-

personal insurance service!

Life
 Group

 Health
 Salary Savings

 Accident
 Franchise

 Hospitalization
 Wholesale

 Medical and Surgical
 Brokerage

 Reimbursement
 Reinsurance

Registered Life Protection

Republic National Life Insurance Company
 Theo. P. Beasley, President
 Home Office: Dallas

Life Insurance in force exceeds \$450,000,000.00

GUARDIAN ACCIDENT AND HEALTH POLICIES

- Commercial Accident and Health
- Guaranteed Renewable Disability
- Hospital Expense Plans
(with Polio Expense Rider)

A complete and modern program providing unusually attractive features.

For full details, please call your nearest Guardian office.

LIFE-ACCIDENT AND HEALTH

The GUARDIAN
Life Insurance Company
OF AMERICA

FIFTY UNION SQUARE NEW YORK 3, N. Y.

OVER A BILLION DOLLARS INSURANCE IN FORCE



Woodson to Be President of American General Life

(CONTINUED FROM PAGE 1) panies, director of managers' schools, and as associate manager under John Marshall Holcombe, Jr. From the bureau, he joined Commonwealth Life of Kentucky as vice-president and later was made executive vice-president. Six years later he became executive vice-president of State Life of Indiana, and two years ago was named to the N.A.L.U. post.

While with the Research Bureau and since that time, Mr. Woodson has contributed many books, pamphlets and papers on various life insurance subjects. He is in demand as a speaker, particularly at company conventions, sales congresses, and local, state and national meetings of life underwriter associations, and company officers.

American General Life formerly was Seaboard Life of Houston. In 1945 it joined the American General group, which offers life, fire, casualty, marine and other coverages, and includes American General Investment Corp., which has supplied some of the large

eastern life companies and other investors with more than \$200 million in real estate loans since World War II.

The American General companies are headed by Gus S. Wortham, president of American General Ins. Co. and of American General Investment Corp. He is vice-chairman of American General Life, and senior partner of John L. Wortham & Son, Texas' largest general insurance firm. The combined companies have assets of \$35 million and capital and surplus of \$6,500,000. All of the companies do business in Texas only.

American General Life now has \$166 million of life insurance in force, with assets of more than \$20 million and capital and surplus of \$2,500,000.

Mr. Baker is a member of the executive committee of American Life Convention and also of Texas Life Convention.

- Norwalk Square, the \$53½ million, 15-acre shopping center developed and owned by Pacific Mutual, has been chosen by National Assn. of Home Builders of the United States to receive its "Award of Merit in Neighborhood Development."

Cameron, Worthington Take Top Home Life, N. Y., Posts

(CONTINUED FROM PAGE 1) tables adopted as a result of the Guernsey legislation.

Mr. Worthington started in life insurance in 1919 with Continental American Life. He became an assistant manager, serving later as manager in Wilmington and Philadelphia. He joined Home Life in 1933 as assistant superintendent of agencies, becoming superintendent of agencies in 1935, vice-president and superintendent of agencies in 1941, a director in 1943, agency vice-president in 1946, vice-president in 1949, and executive vice-president in 1950.

Mr. Worthington has been responsible for the development of Home Life's widely known "planned estates" system of program selling that has been the basis of Home's field operations for 20 years. Under his direction the company has pioneered in methods of selection, training and direction that have resulted in a highly trained field organization. He has served as a director of L.I.A.M.A. and has headed committees in industry associations dealing with agent training, compensation, and agency management. He is on the committee on practice of law of the A.L.C. and L.I.A. and of the research advisory committee of L.I.A.M.A.

agency of Union Central Life will occupy new quarters.

Reagan Now Pan-American General Agent at Lima, O.

Pan-American Life has named Harold L. Reagan general agent at Lima, O. He was formerly manager there for Jefferson Standard Life.

Mr. Reagan entered the business at Lima with Penn Mutual Life in 1926, and went with Commonwealth Life in 1934. He was appointed branch manager for the latter company in 1943. Mr. Reagan is past secretary-treasurer of Lima Assn. of Life Underwriters.

WANT ADS

Rates \$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

Ohio - Indiana

An opportunity exists for an aggressive man who is qualified to do agency supervisory work in the states of Ohio and Indiana for a medium size mutual legal reserve life company located in the mid-west. If you have a record of success in recruiting, training and selling and would like an opportunity for advancement, write indicating age, marital status, business and educational background and salary desired. All replies confidential. Address P-98, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AGENCY EXECUTIVE SEEKS CHANGE

Wishes to contact president of a life company who needs a chief agency officer with record and program of operation for today's conditions. Presently with one of larger companies. Under 45. Would consider position as assistant to chief agency officer under favorable conditions. Correspondence will be kept confidential. Information without obligation. Address S-17, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

AVAILABLE DIRECTOR OR SUPERINTENDENT OF AGENCIES

Experienced agency executive, age in early 30's. Position desired with medium or small life company in Mid-West area. A.B. and Law degrees, all C. L. U. examinations passed. Background of sales, supervision, and administration of life, accident and health and group as an agent, General Agent, and Superintendent of Agents. Salary requirements not excessive if suitable incentive plan included. Excellent references from present company can be furnished. Address S-27, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED

Actuarial Assistant. Male, age 27-37. Practical actuarial groundwork and working knowledge of Life Insurance home office operation. Excellent opportunity for rapid progress. Located in very pleasant suburban and country area, with excellent transportation facilities. You'll like it. Write education and experience, marital status and salary desired: Bankers National Life Insurance Company, Montclair, New Jersey.

First of a series now appearing in leading daily newspapers:



The Pilot Is Fifty!

Young Will Porter sketched caricatures of Greensboro friends in his uncle's drugstore in 1890. In an office across the street a new loan and trust company was being formed. Will Porter was to become the beloved *O. Henry*... and the new firm was destined to become Pilot Life Insurance Company.

Today The Pilot is half a century old. Though proud of its past, its mind is in the future. The financial soundness of millions of families will depend on The Pilot's protective arms in the next 50 years.

Pilot Life's thousand-man, sales-service team is dedicated to accurate and sensible counsel to their policyholders. They are patiently trained through the years in sound life insurance programming for families in every walk of life.



Pilot Life Insurance Company

PILOT TO PROTECTION FOR OVER FIFTY YEARS • O. F. STAFFORD, President • GREENSBORO, N.C.

W. D. Crow Has Open House

A. D. Crow, general agent for Lincoln National Life, welcomed a stream of well-wishers at an open house in his new quarters at 208 South La Salle street, Chicago, Tuesday. The agency has been operating from there since April 1, but the reception was postponed until the decorating was completed. Mrs. Crow assisted and there were on hand from the home office Harry Shaffer, vice-president; W. C. Brudi, superintendent of agents, and Jack Rawles, 2nd vice-president.

On May 1 on the same floor at 208 South La Salle, the Elmer Grandson

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Chicago LIAMA Rally Draws Record Attendance

(CONTINUED FROM PAGE 2)

Mr. Sayler said, "It takes all three, life, accident and health, if an agent is going to properly serve his client with complete protection."

"The average client is disabled 17 times prior to death," he said, adding the salesman therefore, is going to have 17 favorable contacts when delivering checks, compared with the one check delivered on a life contract where there can be no repeat business from the policyholder." He said his company's training program calls for emphasizing, from the very first interview, that in order to protect fully and adequately a client's life, all three coverages must be brought into play.

Companies should do more to make their agents ambassadors of good will, Mr. Hodgkins advised, emphasizing they should be well informed on the question of paying claims.

Comparing the experience of four agents selling A. & H., Mr. Hodgkins showed how important a factor the agent is in the sound underwriting of that type coverage. He warned companies newly in the field that agents who sell life insurance aren't necessarily equipped to sell A. & H. There is need for training over and above sales training, the speaker stressed. That need exists for three major reasons: the promotion of morale of the field forces, the general reputation of the A. & H. business, and effective field underwriting.

The average size life insurance premiums have been increased and the lapse rate substantially reduced for United Benefit Life as a result of the first phase of a new training program, Mr. Taylor reported. He opined it was substantially more difficult to maintain a favorable lapse rate when salesmen are writing both life and A. & H., than when life alone is written by the agent.

Following the panel discussion Tuesday morning (which appears elsewhere in this issue) moderated by Walter F. Schmitz, associate superintendent, A. & H. department of Occidental Life of California, John G. Galloway, president International Assn. of A. & H. Underwriters, discussed the association's Disability Insurance Sales Course. He pointed out that proper training in the A. & H. field is the biggest problem this phase of the insurance business faces today and that so little had been done in this field that DISC was formed. He described the results of the pilot course which was held in 1951. Travis T. Wallace, president of Great American Reserve, presided at the session.

Lewis W. S. Chapman, director of company relations of L.I.A.M.A., led off the afternoon session with a discussion of the association's activities in A. & H. He said that no one was studying the agency end of the A. & H. business, "which puts it squarely up to us." In this light he said that a past-presidents' committee has been formed to decide on what shall be done in the area of A. & H. and combination business. He also said that in view of the much discussed government encroachment on the life insurance business, the industry is playing right into the government's hands when agents are sent out with material which plays up social security as the end of all problems. This erroneously cloaks social security with a mantle of insurance, he said, and could lead to the conclusion that if the life people wish to push social security to this extent,

Fischer Suggests Zone 4 Meet Be Cut to One a Year

(CONTINUED FROM PAGE 2)

study together with a final draft of the proposed revision of the existing directive. Comments including those of the service judge advocate are expected in three or four weeks after which a directive will be issued.

Mr. Martin voiced the belief that the Defense Department is considering the adoption of one of three propositions, any one of which would be effective. He said he expects a satisfactory adjustment of the problem to be made by the time of the June N.A.I.C. meeting.

Carl Suverkup of Indiana, reported for the actuaries and chief examiners, in the absence of L. A. Sanford of Michigan who had become ill, and had returned to Lansing the previous evening. He said that among the matters that he mentioned as having been taken up by this group were security valuation reserves, amendment to examination manual, Canadian valuation reserves, proper treatment of interest payments on guaranty capital, treatment of contingency reserve and guaranty funds.

Occupies New Agency

General Agent William A. Stone of Pacific Mutual Life, Santa Ana, Cal., has occupied his newly completed, single story general agency quarters situated in the hub of the city. The agency's spacious interior covers 1,850 square feet. It was established in 1949.

the government might as well be in the insurance business.

Frederic M. Peirce, L.I.A.M.A. associate director of company relations, discussed persistency findings from the 1949 buyer study, which is reported elsewhere in this issue.

He was followed by E. J. Faulkner, president of Woodmen Central, who had collaborated with Mr. Peirce on the study. He detailed the major points of Mr. Peirce's talk, opining that training and supervision is essential to good persistency. Mr. Faulkner said that there are fundamental proofs leading to good persistency and that it is up to the companies selling A. & H. to find them by constant study and research.

Presiding at the afternoon session was Laurence B. Soper, assistant vice-president of New York Life.

Wednesday morning William E. North, northern Illinois manager of New York Life, spoke on "We Sell Both," and E. H. O'Connor, managing director of Insurance Economics Society, discussed "Time for Action."

Mr. North, who is chairman of the A. & H. committee of National Assn. of Life Underwriters, predicted that "the greater our A. & H. production, the greater will be our life business".

Discussing the problems of introducing A. & H. writing at the agency level, Mr. North noted that with the proper presentation to the agents, the new coverage could be "sold" to them as an additional line which would enable them to not only make more money but to help meet another need of their client.

"You can't make agents write A. & H." Mr. North said. If the presentation to agents is properly made, they will sense very quickly the tremendous possibilities and the great advantages which A. & H. will give them." He added that there is an urgent need for more and better education and training, especially at the field level.



Lewis W. S. Chapman and Fred Peirce of L. I. A. M. A. with C. G. Ashbrook, North American Life, outgoing chairman of the A. & H. committee, and C. E. Gaines, Great National Life of Dallas at the A. & H. meeting at Chicago of L. I. A. M. A.



Trio at the cocktail party of the A. & H. committee of L. I. A. M. A. at Chicago: Travis Wallace, Great American Reserve of Dallas; Leon Tracy, Prudential, and Edward R. Hodgkins, Paul Revere Life.

Black Succeeds Verink for Union Central at Lincoln

Walter I. Black has been appointed manager at Lincoln, Neb., for Union Central Life succeeding Ellis D. Verink, who is retiring after 12 years as head of the agency. Mr. Verink will continue as assistant manager at Lincoln, devoting more time to his personal clientele. The changes are effective May 1.

Mr. Black entered life insurance in 1934 as an agent of John Hancock Mu

tual Life at Lincoln, three years later becoming that company's Nebraska general agent. He is a past president of Nebraska Assn. of Life Underwriters.

Following his release from the air force in 1946, Mr. Black owned and operated a large automobile agency at Lincoln before joining Union Central Life there as associate manager.

Mr. Verink started with Union Central in 1933 after having served 18 years in Y.M.C.A. work, both in this country and the Orient.

Life with
OLD LINE LIFE
RELIEF
A New Agency is born
with
ROBERT W. DE PAU, JR.
as FLORIDA STATE MANAGER
and General Agent, Miami Area.
Offices at 931 S. W. First St., Miami

For the past 20 years Mr. De Pau has posted outstanding records in production and agency development while taking a leading role in local, state, and national life underwriter association activities. Mr. De Pau will establish general agencies throughout Florida.

Additional general agencies available in Ohio, Indiana, Minnesota, Illinois, Michigan, Iowa.

**A GENERAL
AGENCY
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The OLD LINE LIFE
INSURANCE COMPANY OF AMERICA
HOME OFFICE: MILWAUKEE

LIFE • SICKNESS • ACCIDENT • HOSPITAL

Late News Bulletins . . .

"Electric Brains" Explained at New York Meeting

Latest models of electronic computing equipment of International Business Machines and Remington Rand were explained for insurance accounting people at a two-day meeting of Insurance Accounting & Statistical Assn. at New York. While none of the electronic brains are available for delivery, there was much interest in them because of the time-saving possibilities in handling repetitive tasks. The meeting placed before many insurance people additional information on which to base plans for using electronic equipment when it becomes available.

Windecker to Equitable, N.Y., Underwriting Post

Arthur A. Windecker has been appointed manager of the underwriting department of Equitable Society, effective May 1. Mr. Windecker was formerly assistant actuary of Prudential, which he joined in 1933 and which he served continuously with the exception of two years in the navy during the last war. He is a fellow of the Society of Actuaries. In the past 2½ years, Mr. Windecker has been in the ordinary underwriting division of Prudential, serving as general manager.

Cleaves Counsels Aggressive Policy on Underwriting

A more aggressive policy in underwriting was urged by Marshall Cleaves, Home Life of New York, in his presidential address at the annual meeting of the Home Office Life Underwriters Assn. at White Sulphur Springs. He quoted a newspaper story that mentioned that President Eisenhower, playing bridge recently, drew the kind of hand "that might have induced a reasonably courageous man to say three clubs." The President, though, bid four spades and made it.

"In our discussions here and as we go back to our respective home offices, maybe we could do worse than keep this story in mind," said Mr. Cleaves. "Let's continue to operate with courage. Let's be aggressive. Let's bid for it's worth."

"By that I don't mean that we throw caution to the winds. Certainly I don't mean that we should be bidding four spades, or even three spades, when it should be three clubs. I do have in mind, though, that too often conservatism may be confused with soundness.

"Probably all of us can look back on situations where hindsight tells us that we should have been more aggressive. As we look to the future, as we



Marshall Cleaves

play this underwriting game of ours, let's keep the bidding strong and let's not be caught too often bidding short when we should and can make game. In other words, let's stay strong and aggressive in tune with the times."

Decatur Congress Draws Capacity Attendance

More than 1,000 agents were on hand for the annual sales congress sponsored by Decatur (Ill.) Assn. of Life Underwriters.

Dale Carnegie, featured speaker, stressed the importance of enthusiasm in selling and public relations. Dr. Kenneth McFarland of Topeka, described the value of the approach.

Talks were given also by Edson Chapman, manager for Metropolitan, Chicago, president of the Illinois association, and Kenneth E. Bentley of Northwestern Mutual Life, Danville.

Mr. Chapman addressed a luncheon in his honor attended by 300.

Next year's congress has been set for May 21-22.

St. Louis Managers Meet Set for April 30-May 1

St. Louis Agency Management Conference, sponsored jointly by St. Louis General Agents & Managers Assn., and Washington University, has been set for April 30-May 1, at the Chase hotel.

Speakers will be Charles J. Zimmerman, managing director of L.I.A.M.A.; Karl H. Kreder, 3rd vice-president of Metropolitan; Francis L. Merritt, vice-president and director of agencies, Central Life of Iowa; Earl M. Schwemmer, manager for Great-West Life, Chicago; Ray Dolwick, general



Roy A. MacDonald, H. & A. Underwriters Conference; Arthur Daniels, Institute of Life Insurance; John Hanna of the conference; E. J. Faulkner, Woodmen Accident, new A. & H. committee chairman, and W. Rankin Furey, Berkshire Life, at the L. I. A. M. A. A. & H. meeting at Chicago.

agent for Northwestern Mutual Life, Cleveland; W. Gibbs McKenny, Baltimore attorney.

N. Y. State Agents Propose Non-Voting Company Memberships

ALBANY—The New York State Assn. of Life Underwriters at its annual meeting May 15 in Syracuse will vote on an amendment to the constitution creating special classes of non-voting members. These may be individuals, companies domiciled in the state, or industry associations.

According to President Philip R. Chase, who is general agent of Northwestern Mutual at Syracuse, the association has a responsibility "to keep itself fit at all times to be effective in improving the standards of life underwriting as a profession and in expressing the point of view of both agents and policyholders. By opening the door to non-voting membership by companies, industry associations, and additional individuals, the association will have the resources to continue to perform effectively all of the functions which it should perform, in the interests of the life insurance industry as a whole."

LIAMA Companies Put Glass on Ass't Manager

(CONTINUED FROM PAGE 4)
action. Herman N. Hipp, vice-president of Liberty Life, then directed discussion.

"There were no full-time life agents in Belgium prior to 1949," Raymond J. Lemaire, vice-president of La Prevoyance Sociale, Brussels, told the luncheon gathering Tuesday. He commented that when he came to the United States in 1949 to learn how the American agency system operates, his company had some 4,000 part-time agents. On his return an agent's training course was instituted which resulted in more than 200 full time agents. Of the \$24 million of ordinary and industrial life insurance produced by his company in 1952, half was written by these men. They averaged 15 times more business than the company's 3,000 part-time agents.

"It would be impossible for a selfish man to succeed as an assistant manager," J. L. Hirsh, vice-president of Sun Life of Maryland, told the concluding session. The reasons were brought out in a discussion conducted by Maher H. P. Anderson, vice-president of Life of Virginia, presided.

Bankers L. & C. Names Zeta Stone Assistant Solicitor

Miss Zeta Stone, attorney for the Illinois insurance department at Chicago since 1951, has joined Bankers L. & C. as assistant solicitor. She also served as attorney for the Nebraska department under her brother, Bernard R., who was then deputy director and later became director.

Following graduation from Loyola University, Miss Stone became personal secretary for the late U.S. Senator J. Hamilton Lewis, and later entered private law practice at Chicago. In 1937 she became the first woman appointed public defender in Chicago women's court.

JUSTIN WARBASE, 69, Equitable Society, Newark, president of New Jersey State Assn. of Life Underwriters, died. He had been vice-president, national committeeman and editor of the monthly magazine of the state association, and president and organizer of Plainfield Life Underwriters Assn.

LIAMA STUDY

Persistency Report Shows Life Insurance, A. & H. Affinity

In a broad study of the factors affecting persistency of A. & H. business the L.I.A.M.A. research division has discovered that a silhouette of a good A. & H. persistency risk looks remarkably like a persistent life insurance policyowner.

Frederic M. Peirce, associate director of the company relations division, presented the findings at the A. & H. spring meeting at Chicago. The study was based on 7,841 policies issued by 30 companies, Mr. Peirce reported. The sample was a part of a block of policies originally used in the A. & H. buyer study in 1949.

The over-all purpose of the study was to analyze the relationship between persistency of these policies and various characteristics of the insured, of the agent and of the circumstances of the transaction.

With respect to cancellable versus non-cancellable A. & H., there was no difference in the persistency for adult males at the end of two years. Hospitalization did not fare quite so well, with 49% of the cancellable and 46% of the noncancellable persisting. Ladies were consistently better as a group; 61% of their A. & H. policies were still in force after two years, and 59% of the noncancellable were in force.

The persistency of juvenile cases was best of all in A. & H. About 73% of accident policies were in force, while 45% of the hospitalization policies were in force after two years.

There is evidence that noncancellable is more persistent in the higher income groups than cancellable, but such difference tends to disappear as the income levels drop. The difference, however, is not great.

One of the outstanding characteristics of the study is the wide range of results secured by different companies. For example, persistency rate for adult males in A. & H. cancellable policies varied from 28% to 93%, with 24 companies scattered across the range between those extremes. In hospitalization insurance, one company experiences renewals of only 27 cases out of 100 while another had 85 cases out of 100 which paid for two full years.

Mr. Peirce pointed out: "It is evident throughout the study that there are companies which have found some solution to the problem of persistency as their results are consistently better."

There is a relationship between income and persistency in A. & H. as there is in life, but it is less striking in the former. Annual premium business shows the best persistency of all group, as is the case with life insurance. With respect to age, persistency improved with higher aged policyholders, especially up to age 50.

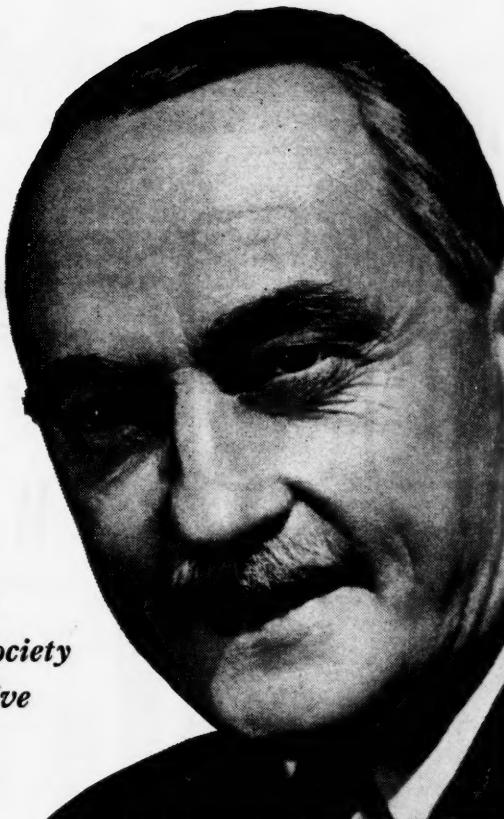
The study indicated that a new purchaser of A. & H. or hospitalization who at the time of purchase owned both life and A. & H. policies will have better persistency than one who owns at the time of purchase only life or only A. & H. As for the amount of premium, persistency increases as the premium increases, particularly from \$40 annual premium on up. This is not true of hospitalization insurance.

Know what I'd do if I were 21?



The call I made at Mary Baxter's house made a great difference in her life...and mine.

By M.P.W.
Equitable Society
Representative



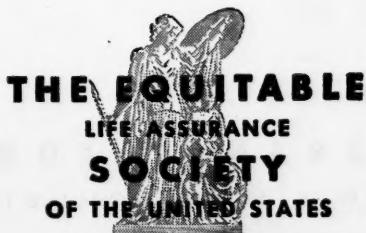
WHAT WOULD I DO? Well, first let's see what I actually did.

At 21 I was just starting out in business. I remember as clearly as though it were yesterday, how nervous I was when I made my first call as an Equitable Representative.

I've made thousands since—but never one that made me want to be in any other business. Like the one I made to the Baxter home to explain to John Baxter's young widow about the money that would start coming in, now that John was dead.

That call gave me a realization of just how fine and useful a job I had with Equitable. Mary Baxter could go right on living in the same house on Vine Street without worrying about the upkeep. I saw the fruits of my work hold tragedy at bay—permitting someone to pursue a good life in spite of an unfortunate turn of events.

Yes, if I were 21 again and had a free choice of doing whatever I wanted—I'd do just what I did the first time. I'd become an Equitable man all over again!



393 Seventh Avenue, New York 1, N.Y.

One of a series of advertisements illustrating how a representative of The Equitable Life Assurance Society serves his community by selling life insurance.

During 1952

360
EMPLOYERS

adopted Group Insurance plans underwritten by
THE PAUL REVERE LIFE INSURANCE COMPANY

WHEN you broker Group, consider the competitive advantages and profitable plus factors in Paul Revere. We invite you to check our record of ...

True low cost

Speed of issue

Claim payment promptness

Personal service

... these and the absence of "red tape," too!

Analysis of new accounts reflects the Company's special growth and ability in the 10-24 lives field. Beyond that, of course, we are equipped to handle all types of Group life and Group disability plans on 25 or more lives.

The Paul Revere Life Insurance Company operates in all 48 states, the District of Columbia, Hawaii and Canada. Your Group brokerage inquiries are invited. Qualified supervisors are located in key areas, available to serve you.



THE PAUL REVERE LIFE INSURANCE COMPANY
WORCESTER • MASSACHUSETTS

Frank L. Harrington, President • Edward R. Hodgkins, Vice Pres. & Mgr. of Agencies

NON-CANCELABLE ACCIDENT and SICKNESS • LIFE • GROUP